

EVERSPRING
Impact
REPORT 2020-21



everspring

HELPING UNIVERSITIES EVOLVE WITH QUALITY

Everspring is a leading provider of education technology and services for higher education. Our advanced technology, proven marketing approach, and robust faculty support and instructional design services deliver outstanding outcomes for our university partners, powering their success and rising rankings. Everspring offers a range of full-service turnkey solutions, standalone fee-for-service offerings, and innovative

self-service products for hybrid, blended and wholly online programs, that enable universities to establish themselves as leaders in the digital delivery of higher education.

Based in Chicago and named one of the “**Best Places to Work**,” Everspring serves a growing number of colleges and universities, nationwide.

WE'RE PROUD TO PUBLISH THE INAUGURAL EVERSPRING 2020-21 IMPACT REPORT.

We hope that this report will provide insight and transparency into how we work with universities, why we do this work and the powerful impact it has for universities and students. We founded Everspring in 2012 because we believe that universities' rich heritage can be united with the transformative power of technology to deliver outstanding outcomes for students and universities alike. Nine years later, 4,000+ lives transformed; we support 20+ partners and 50+ programs spanning business, health, law, social work, education, engineering and technology verticals.

Everspring is a partner of choice. Our partners choose to work with us because of our extensive higher education expertise, practical market research and insights, innovative capital options **which remove risk from the university in launching new programs** (sources, uses, best opportunities for growth), cutting-edge marketing and enrollment and outstanding student and faculty support. We offer a range of full-service turnkey solutions, as well as standalone fee-for-service offerings and innovative self-service products that enable universities to establish themselves as leaders in the digital delivery of higher education. All of this culminates in unparalleled outcomes—rankings, graduation rates, and career progression.

We embrace a unique approach to online program management. Our approach emphasizes integration with our partners' operations, the advancement of their brand identity (not ours), and the delivery of capability-building as a core component of our services. We are not the biggest provider in the OPM space. Our size makes us nimble and an advantage to our partners, because we offer options and flexibility that other providers simply cannot. We acknowledge that going digital can be complex; but working with us shouldn't be. Regardless of where our partners are in their digital journey, we create lasting connections among schools, faculty, and instructional design teams through anchoring our work in full transparency, and mutually beneficial outcomes.

Furthermore, what differentiates Everspring most from other ed tech organizations are three things:

1. We deliver superior value for our partners, providing the highest quality at the lowest cost.

We are up front and center about this. Every step of the way, every student prospect campaign, every course developed, we and our partners are on the same page because we keep the same scorebook—providing unparalleled transparency. To us, this puts us on a firm foundation of trust.

2. We meet our partners where they are and really get to know them. We understand and align on what they're trying to accomplish. We assess what they already have and what they need. We push our partners to challenge themselves. Our structure allows us to flex our offerings to our partners' goals, both immediately and in the long term, so they pay for only what they need, when they need it. People choose to do business with partners who "get" them. Our partners' goals are our number one concern.

3. We strengthen the capabilities of our partners today and into the future. We build capabilities by being transparent, and our tools are designed such that our partners can take over their operations over time, or leave them in our hands, because they have control over what we build for them. We are the only provider that can make this statement, and we stand behind that commitment.

Finally, this year marks a milestone of growth in our Everspring history. 2021 marks 150 associates on our team. We would not be here today if it weren't for their insatiable curiosity, their tireless hustle, and their commitment to the transformative power of education. As such, we are honored to be named one of *Built In's* "Best Places to Work." It marks a year that many of our partners had historic rankings achievements in the programs we support, climbing in the rankings and ranking at the top of the pack in essential metrics like career outcomes. You can find more details about that on page 13. We acknowledge that "ZoomU" fatigue is real. We find it refreshing to hear our partners comment that our work together has enabled them to see how much more is possible. As we look to the second half of 2021 and beyond, we're excited to continue challenging what's possible, providing superior value, and delivering outstanding outcomes as we empower universities to BE DIGITAL.



Jeff Conlon, CEO



Beth Hollenberg, President

Everspring **Strength in Numbers**

2012

Founded in Chicago

150+

Entirely In-House Team

20+

University Partners

With an investment in partners' degree programs of **\$100M+**¹



STUDENTS

~**10,000**

All-time students enrolled

~**5,000**¹

Number of students graduated

62

Student net promoter score²
Against a global benchmark of 26



PROGRAMS

50+

Programs
Across a range of disciplines

420

Courses



¹ 2014–2020

² Student NPS all-time for partners where Everspring provides full services. About [NPS](#).



HELPING FACULTY NAVIGATE ONLINE TEACHING DURING COVID-19

When universities had to suddenly move courses online due to the outbreak of COVID-19 in spring 2020, our partners came to us for solutions. At William & Mary, we supplied resources and shared expertise to help faculty in the Mason School of Business adapt to remote learning. We also assisted both the Mason School of Business and School of Education in hosting content on Blackboard as they transitioned to teaching in a completely remote environment.

“**CourseBuilder layers in frameworks that provide a consistent and intentional course structure for the faculty to build upon. It’s saving faculty a considerable amount of time setting up pages and modules while preserving their time to focus on creating course content and activities that will provide a rich and meaningful educational experience for our students.**”

—Francine Glazer, Ph.D.

Associate Provost for Educational Innovation
Director of the Center for Teaching and Learning
New York Institute of Technology



We accelerated development of our CourseBuilder solution—a self-service, course building tool to help faculty create their own courses quickly and easily using templates they can plug their course content into. This solution, borne from necessity, provided even greater flexibility to go self-service, almost overnight, without long, formal engagements. These tools and support enabled our partners to move quickly, when that is what was needed.

We worked with faculty at the New York Institute of Technology to help them build courses for core general education requirements for an incoming freshmen class. From scalable online course templates for their fall term to guiding their faculty, we helped them gain comfort and confidence with online teaching.

University Partners

Bowdoin

CALIFORNIA STATE UNIVERSITY | **Chico**

 California State University
MONTEREY BAY


CASE
WESTERN
RESERVE
UNIVERSITY

 Claremont
Graduate
University

 **COLORADO SCHOOL OF MINES**
EARTH • ENERGY • ENVIRONMENT

 **CONCORDE**
CAREER COLLEGES

 **D**
INNOVATION
DUPAGE


KENT STATE
UNIVERSITY

 **Loyola
Marymount
University**


MARQUETTE
UNIVERSITY


**NEW YORK INSTITUTE
OF TECHNOLOGY**

 Northwestern
University

 **NORWICH**
UNIVERSITY™

 **PURDUE**
UNIVERSITY®

 **Santa Clara
University**

**SCRIPPS
COLLEGE**

 **SEATTLE**
UNIVERSITY.

 **Tulane
University**

KU THE UNIVERSITY OF
KANSAS

 UNIVERSITY OF
NOTRE DAME

 **UC RIVERSIDE**

 THE UNIVERSITY OF
TENNESSEE
KNOXVILLE


WILLIAM & MARY
CHARTERED 1693

 Yeshiva University

The Everspring Way

Choice & Control

Everspring respects the expertise of our university partners who we regard as always at the helm. In other words, the Everspring Way is our partners' way. We empower universities by supporting their existing strengths with our industry-leading technology and customized services. Our flexible financial models and service contracts give universities choices and ensure they are always in control. **The Everspring Way means...**



Giving universities an open box. With full access to reports and real-time analytics dashboards, our university partners see the same key performance data that we use to deliver our services and can monitor their programs with total transparency.



Offering flexible financial models. We work with each of our university partners to set a pricing model that best suits the unique needs of their institution and programs. These models include a full range of revenue share, co-investment, and fee for service options. (View our [pricing models](#) on page 10)



Unbundling our services. Our services and technology are modular, so our partners can choose what they need, when they need it, or they can opt to take a fully integrated approach to get all of our technology and services together.



Building the university's internal capabilities. We're the only partner to offer a build-operate-transfer model to build the solution, scale the program, and then transfer back to the university.



Providing universities full control over programs. This includes leaving all of the key anchoring decisions such as program scale, admissions requirements and decisions, tuition setting and discounting, and financial aid wholly in the hands of the university.



Tailoring to our partners' needs and goals. Nothing we do is one-size-fits all. Our entirely white-labeled solutions are custom configured to the needs of each of our partners, and to reflect and advance their mission, culture, values, and goals.



Aligning to changing student needs and shifting labor market. The ultimate success is strong student outcomes. We support graduate programs in key professional verticals where there is a clear labor market need, including business, education, technology, health and social welfare.



Driving performance and nothing less. Our proven approaches are designed to meet or exceed expectations, delivering tangible results including graduation rates, career outcomes, and a perfect 100 faculty net promoter score.

Our Services

Everspring's services enable universities to bridge the gap between their existing capabilities and what they need to deliver market-leading, high-quality online programs. All our work is performed in-house by a full-time team of experienced educators, innovators, marketers, and operations professionals who are dedicated to Everspring's mission of advancing higher education through the power of technology. We work in dedicated partner teams that become experts on the universities and programs they support—ensuring our implementations stay true to the DNA of each university.

1 Market Research & Strategic Planning

Everspring's robust market research and portfolio planning help universities determine the viability of potential new programs and optimize existing programs. Our proprietary Pulse Process approach leverages Department of Education and labor market data, incorporates search demand, and overlays competitive research to provide a comprehensive view of a university's unique place in the market and opportunities for growth. **Our insights empower universities to make informed, data-driven decisions so they can design sustainable programs that will provide the most benefit and highest value to students.**

2 Marketing & Prospect Generation

Our tailored, highly differentiated outreach campaigns are grounded in the mission, culture, and academic attributes of our partner universities. We are full white-label, delivering customized marketing outreach that is true to the university's brand guidelines, and differentiated in a highly competitive higher education marketing landscape. **All of our outreach is performed for individual universities and programs—we never cross-sell leads.** Additionally, our powerful marketing technology provides universities unparalleled transparency into their programs' marketing performance in real time. We show universities Google Analytics, traffic and lead flow, and marketing spend. We also share valuable insights to make this data actionable. We believe in giving universities complete visibility into their marketing so they can sustain long-term growth and strengthen their capabilities over time.

3 Recruitment & Enrollment

Crafted from our experience with tens of thousands of prospective students, Everspring's outreach protocols and consultative processes consistently deliver high-quality applicants for our partners' consideration, attracting students who are not only qualified to succeed, but who also identify with the unique values and culture of our partner programs and universities. **Our experienced advisors engage prospective students in a consistent, responsive dialogue with the university,** helping them to navigate the admissions process from their first point of inquiry through the application and decision lifecycle, using materials and messaging that is custom created for each of our university partners and their programs.

Our Services

4 Student Success & Retention

Once enrolled, students can count on high-touch student support from our highly trained, partner-dedicated student success team. **Each student is assigned a coordinator to support them throughout their program, helping them to address vital issues such as time management,** and coordinating with the university to ensure that students have access to additional support or consultation should the need arise. This high-touch approach operates in parallel with academic support (provided by the university and its faculty), and ensures that students get the support they need to persist and graduate. (In fact, our student success coordinators are so dedicated, many have attended the graduations of the students they support.)

5 Instructional Design & Course Development

Everspring helps faculty bring their teaching to life online. All of our instructional design and course development work takes a faculty-driven, “academics first” approach that advantages students by providing them with high-quality, engaging online courses. Everspring’s instructional design team includes professionals with master’s and doctoral degrees who are experienced in online learning pedagogy and best practices in course design. Our team specializes in working closely with faculty across all levels of technical capability to build dynamic courses that serve a variety of learners. **Our learning design technology is differentiated by three key factors:** 1) it provides learning frameworks and interactives that substantially enhance the learning environment so that courses are engaging and effective. 2) it delivers an enhanced navigational interface that helps students and faculty stay organized, and 3) it includes a full instructional design toolkit, that can be used by either our shop or directly by universities as a self service tool.

6 Technical Infrastructure & Analytics

We use technology and analytics to constantly remain in sync with our university partners, seamlessly share information, and provide visibility into the performance of the programs we support. Everspring has built an integrated technology stack that is a combination of proprietary and commercial systems with a custom data integration layer that allows us to exchange data with universities to facilitate a full-lifecycle view of the student experience—from prospect search to enrollment, matriculation, learning experience, and on through to graduation. Our university partners can use this data to deliver powerful results and make informed decisions.



“I really appreciated the partnership with Everspring and their willingness to work with us to tackle and solve any challenges.”

—Caryn L. Beck-Dudley

President and CEO, AACSB

Former Dean, Santa Clara University, Leavey School of Business

Superior Value

We provide universities high-quality services and support at a low price point.

In-house services. All of our work is performed in-house, by our highly educated and trained teams with direct experience working in higher education. Representing a broad set of capabilities, across functions, we don't outsource for the provision of core services. This means our partners get better service at a lower price point.

Data-driven efficiency. We generate leads for our partners with extraordinary efficiency using data-driven targeting in our digital marketing.

Sustainable scale. With our modular, capability-building approach, we create customized strategies for a university's specific goals and needs—helping them build and grow online programs that are sustainable for years to come.

Higher Quality

Lower Cost

More Flexible Options



62¹

Student NPS

84²

Faculty NPS

76%

Graduation Rate

45–60%³

Revenue Share to Partner

Full Service, Revenue Share, Fee-for-Service, Build Operate Transfer



52

Student NPS

NOT PUBLISHED

Faculty NPS

72%

Graduation Rate

35%

Revenue Share to Partner

One-size-fits-all revenue share only



NOT PUBLISHED

Student NPS

NOT PUBLISHED

Faculty NPS

NOT PUBLISHED

Graduation Rate

NOT OFFERED
University bears 100% risk

NOT OFFERED
A la carte pricing only

FLEXIBLE FINANCIAL MODELS

Full Revenue Share
(No upfront payment)

Co-Investment
(Upfront payment)

Fee-For-Service
(Monthly charge)

Revenue to University

45–60%³

60–80%³

100%

Contract Length

7–10 years

5–7 years

3 years

¹ Student NPS all-time for partners where Everspring provides full services. ² Data from responses from ID and Faculty Trainer surveys. About [NPS](#).

³ Depending on per credit cost and service bundle details.



Unmatched Quality

At Everspring, online education and quality go hand-in-hand. We know that many universities need help responding to the changing education environment without compromising quality, integrity, and growth. Providing students an engaging, high-quality learning experience and delivering the skills and value they expect from their programs is at the core of our work. Our in-house team of highly credentialed learning design specialists work closely with university faculty to build content-driven, engaging courses that adhere to best practices in online learning design and pedagogy.

We build courses using proprietary academic learning technology, which we developed over the past decade based on years of experience in online learning and higher education, as well as with millions of dollars of investment.

Our results reflect the power of this approach, with outstanding net promoter scores (NPS) and high student and faculty satisfaction. **Graduates of Everspring-powered programs consistently report receiving a promotion within a year of program completion and an increase in salary following program completion.**

Everspring's course design technology, methodology, and processes are based on the following 5 principles:

- 1 Courses must be student- and faculty-centric.
- 2 The engagement experience must be high-quality.
- 3 The learning experience must result in great outcomes.
- 4 The online infrastructure must be easy to implement and use.
- 5 The overall course experience must align with the core values of the institution.

84
Faculty NPS¹



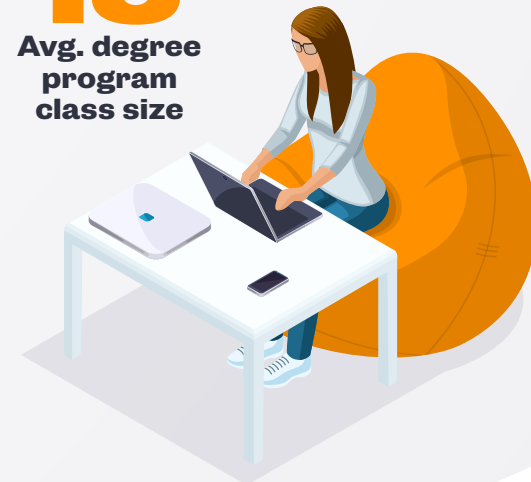
62
Student NPS²



22
Avg. degree program length in months



18
Avg. degree program class size



¹ Data from responses from ID and Faculty Trainer surveys. ² NPS calculation is all-time for the partners where we provide full services. About [NPS](#).

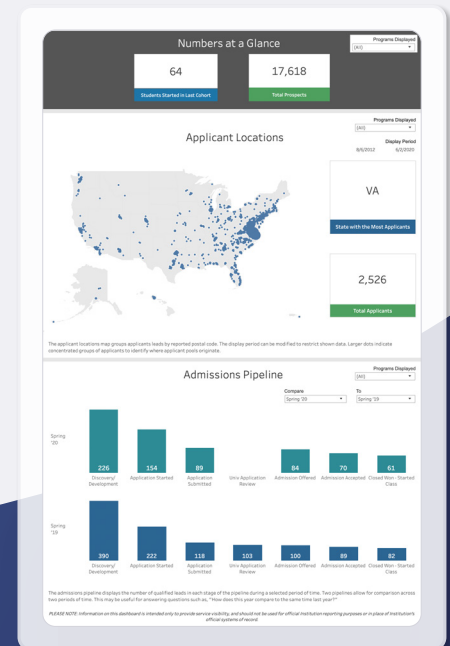
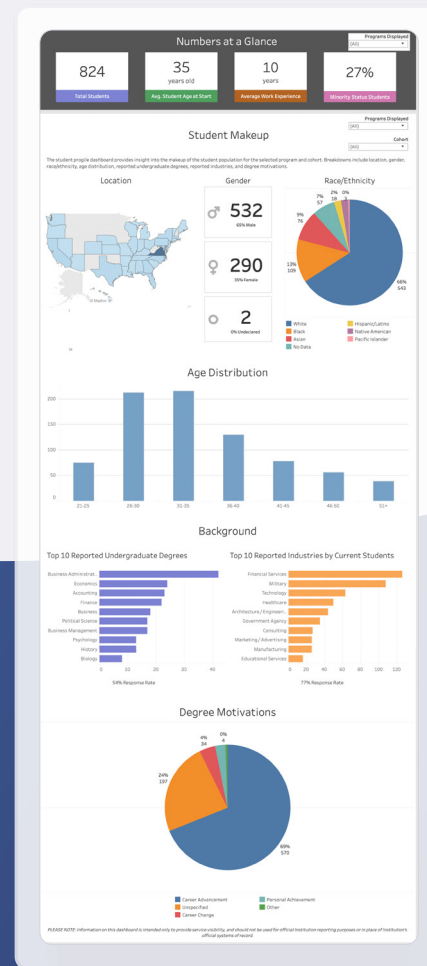
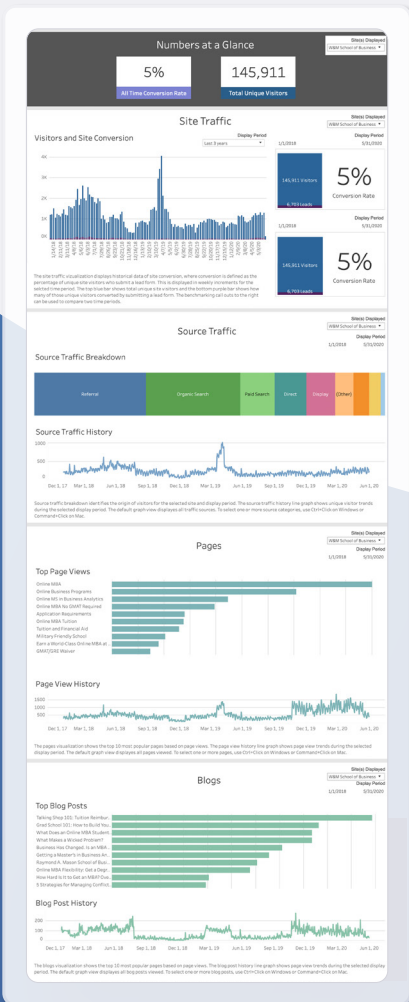


Unparalleled Transparency

At Everspring, we provide partners real-time access to their marketing and academic performance. With Everspring's dashboards, stakeholders have greater insight into strategies that sustain long-term growth, and our partners' internal teams develop broader and stronger capabilities.

Site Performance & Lead Generation

Student Profiles & Enrollment Management



Faculty & Students

Outstanding Outcomes

Everspring was founded on our belief that the rich heritage of universities can be united with the transformative power of technology to deliver outstanding outcomes. We use our expertise to help our university partners strengthen theirs, leading to students who persist and graduate, academics that enhance the university's reputation, and highly satisfied faculty.

95%

Overall Program Satisfaction

95%

Faculty Satisfaction

84%

Cumulative Retention

76%

Graduation Rate



Santa Clara University

#10

Best Online MBA
Poets&Quants

#14

Best Online MBA
The Princeton Review

#3

Career Outcomes
Poets&Quants



WILLIAM & MARY

#40

Best Online MSBA
U.S. News & World Report

#26

Best Online MBA
U.S. News & World Report

#19

Best Online MBA
Poets&Quants

#1

Career Outcomes
Poets&Quants

KU THE UNIVERSITY OF KANSAS

#20

Best Online MBA
U.S. News & World Report

#12

Best Online MBA for Veterans
U.S. News & World Report

#15

Best Online Curriculum and Instruction Graduate Program
U.S. News & World Report

#13

Best Online Educational Administration Graduate Program
U.S. News & World Report

#1

Best Online Special Education Graduate Program
U.S. News & World Report



Outstanding Outcomes



SATISFACTION (YOY)

2019
92%

2020
93%

2021
94%



QUALITY (YOY)¹

2019
97%

2020
97%

2021
99%

PROMOTION (2020)

53%

Alumni got promoted or expect to be promoted in the next six months.

SALARY (2020)

30%

Average Increase

¹ Alumni who rated quality as acceptable or higher.



Meet a Student

Each student enrolled in an Everspring-powered program represents a life that has been touched by the impact of higher education, and **Greg Roland** is an inspiring example of that.

Everspring is dedicated to reaching students across all populations—and helping them succeed. We work with our partner universities to build programs that are age, gender, geographically, and racially diverse, and our courses are designed to serve a variety of learners.

“I really wanted to take on a new challenge and embark on something new. I’d like to get out of the program an elevated skill set and take a step forward.”

—Greg Roland

Online Masters of Science in Marketing
Raymond A. Mason School of Business
Class of 2021



See more of Greg’s story in this [video](#).

To learn more visit everspringpartners.com



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