



# EMERGING TECHNOLOGIES

in continuing education



Jon Horn  
JMH Consulting



## About Jon

- JMH provides marketing and collaborative ventures for adult education
- We manage professional education at Emory University and University of South Carolina
- Our marketing services focus on technology-driven solutions and online marketing
- I teach web marketing and entrepreneurship and regularly speak at industry conferences







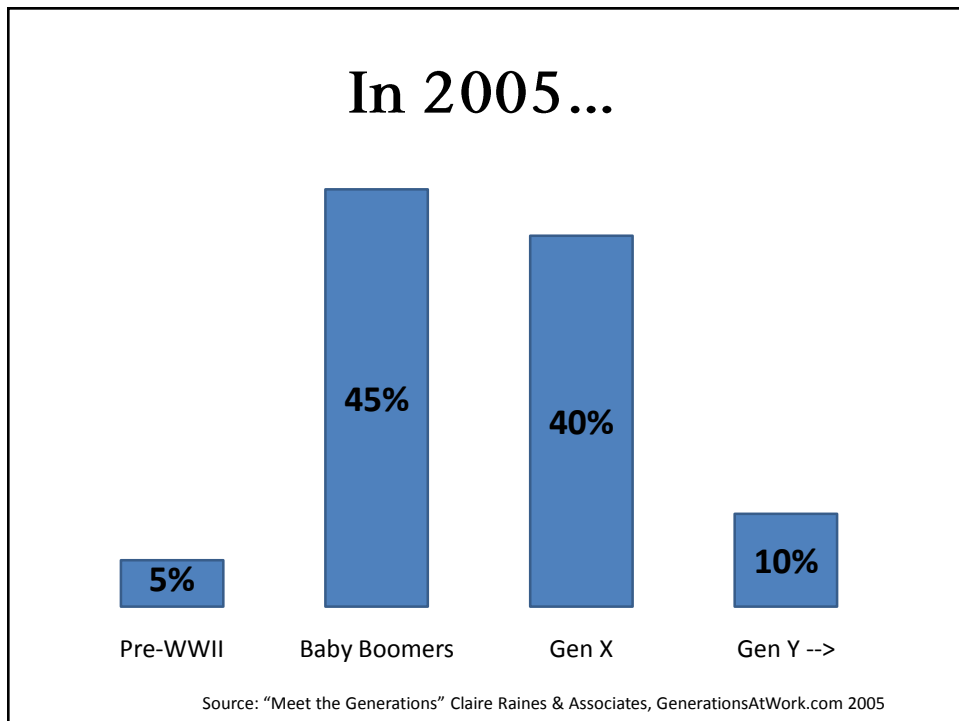
“TECHNOLOGY NEEDS TO BE LIKE OXYGEN.  
UBIQUITOUS.  
NECESSARY.  
AND INVISIBLE.”

- CHRIS LEHMAN



# APPLE "GETS" TECHNOLOGY





OVER 50% OF WORKING ADULTS  
GREW UP WITH TECHNOLOGY

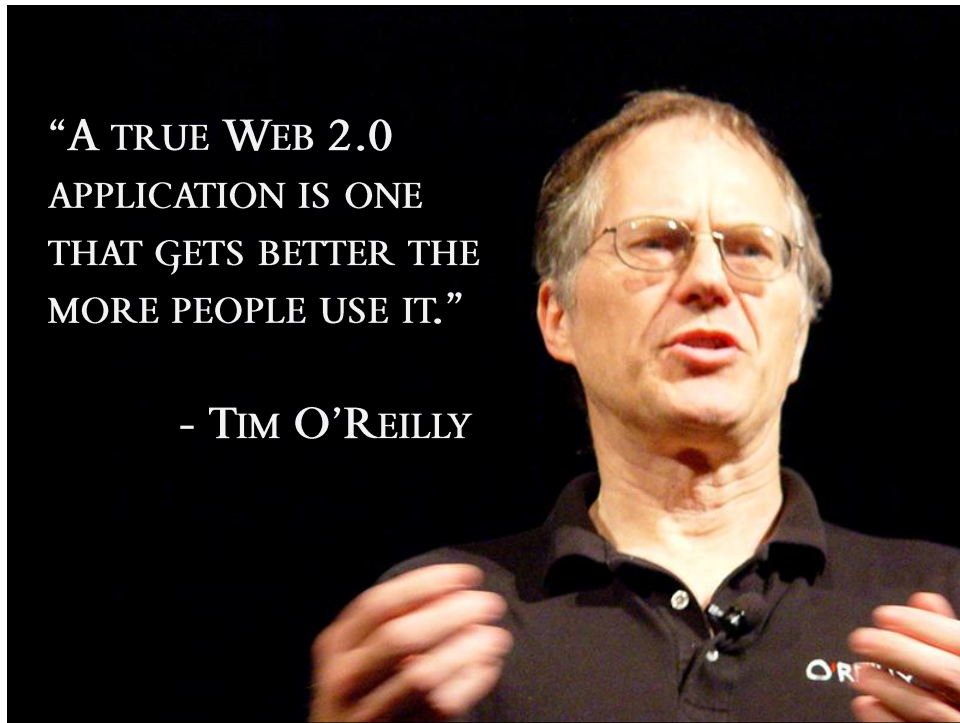


“ INFORMAL LEARNING ACCOUNTS  
FOR 70% OF THE LEARNING  
EMPLOYEES DO ON THE JOB. ”

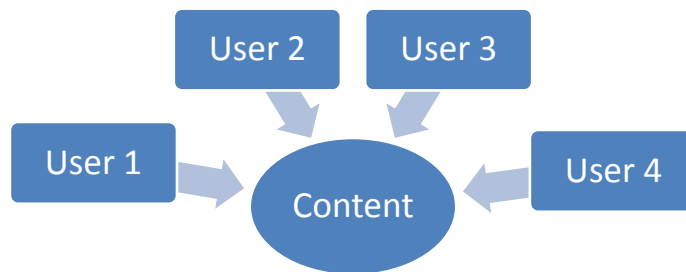
- US DEPARTMENT OF LABOR

“A TRUE WEB 2.0  
APPLICATION IS ONE  
THAT GETS BETTER THE  
MORE PEOPLE USE IT.”

- TIM O'REILLY



## Principle 1: User-powered content



## Principle 2: Collective intelligence



Google™



amazon.com.



In the beginning...		
Provider-produced content		
Users are passive "consumers"		
Organized		



YAHOO!

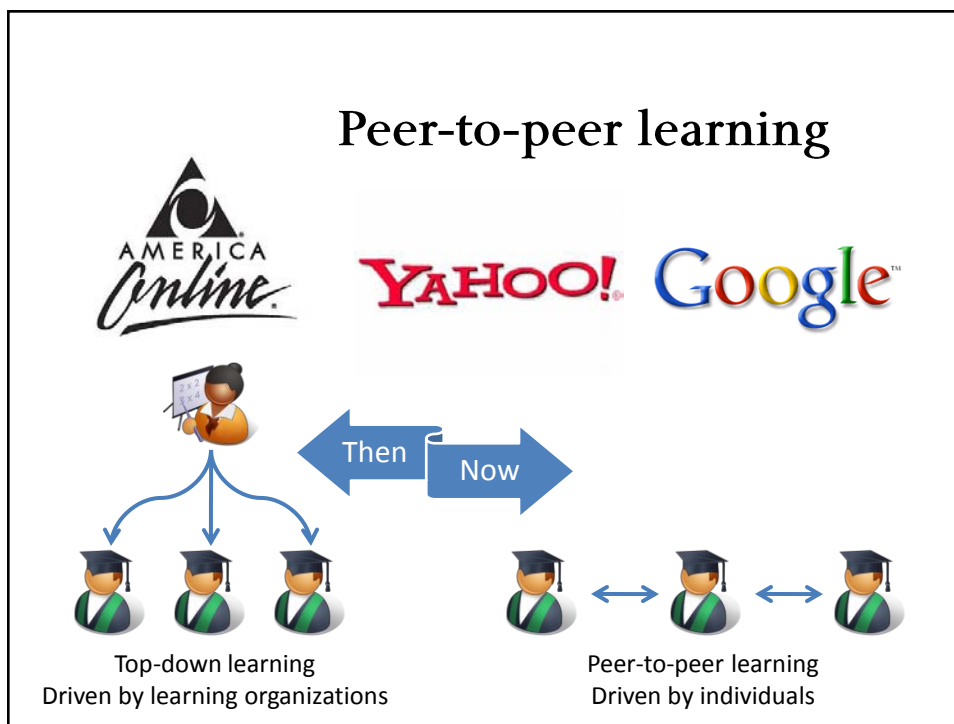
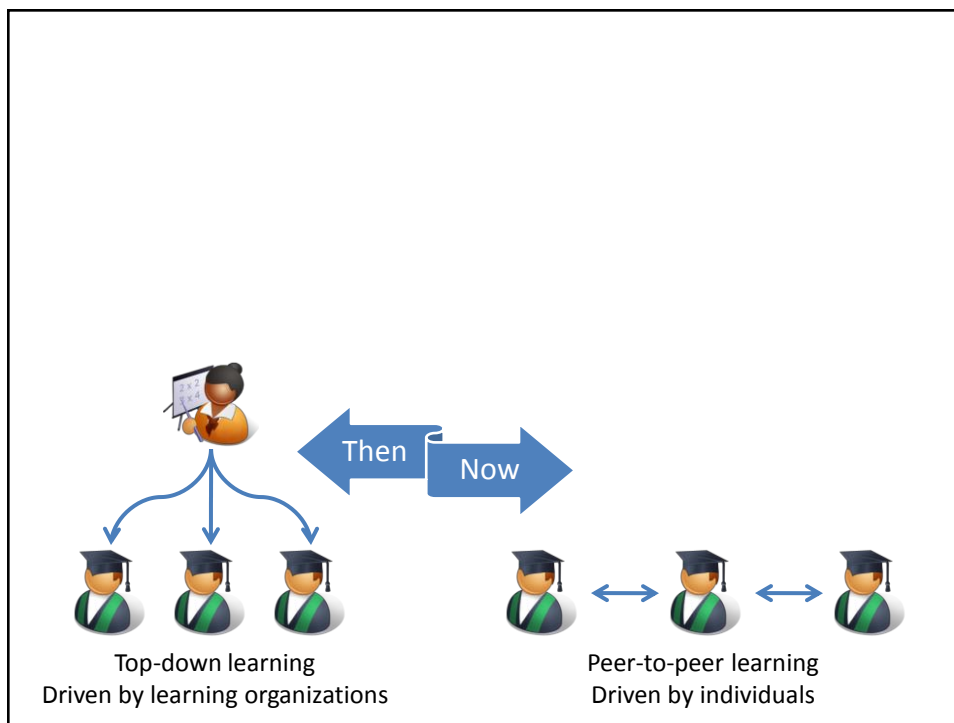
In the beginning...	Evolution	
Provider-produced content	Provider-compiled content from experts	
Users are passive "consumers"	Users control presentation of content	
Organized	Hierarchical	



YAHOO!

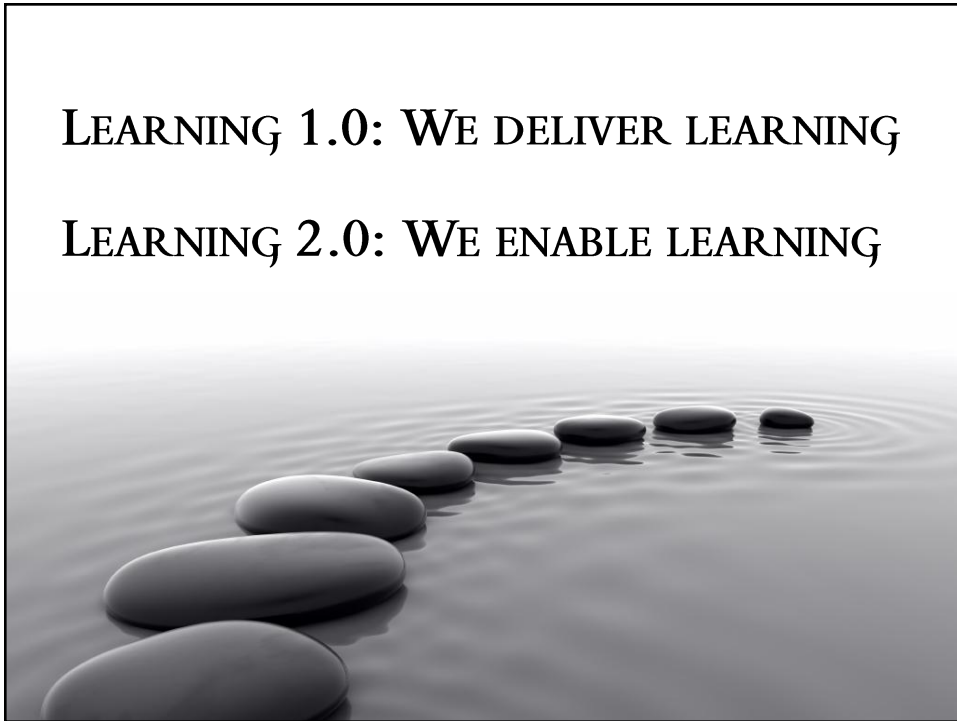
Google™

In the beginning...	Evolution	Revolution
Provider-produced content	Provider-compiled content from experts	Provider-compiled content from users
Users are passive "consumers"	Users control presentation of content	Users create content and determine relevance
Organized	Hierarchical	"Wisdom of crowds"

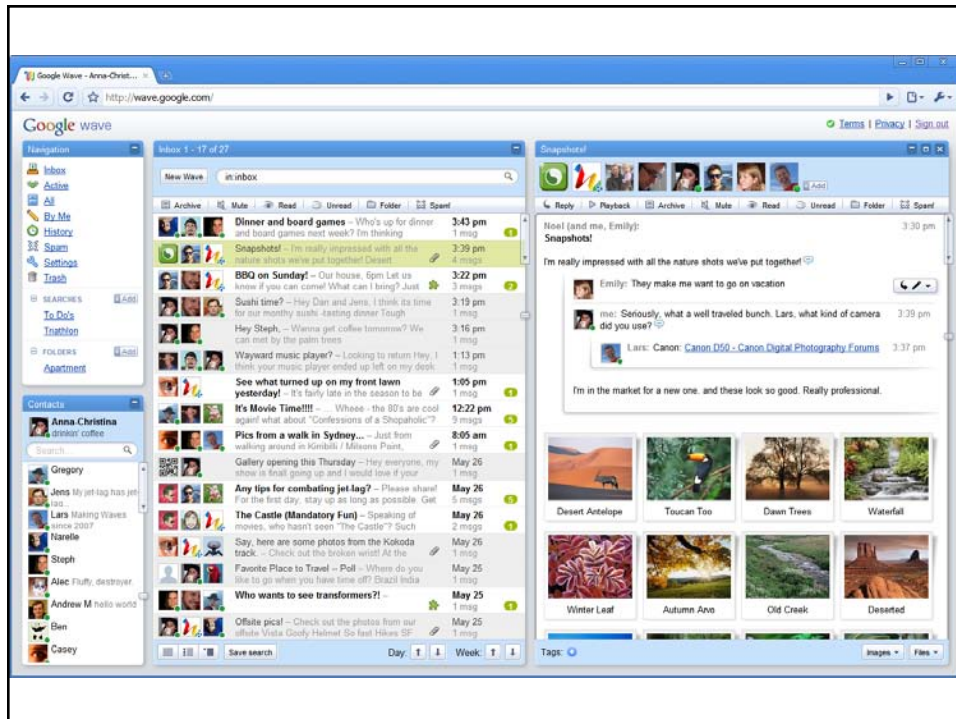


**LEARNING 1.0: WE DELIVER LEARNING**

**LEARNING 2.0: WE ENABLE LEARNING**

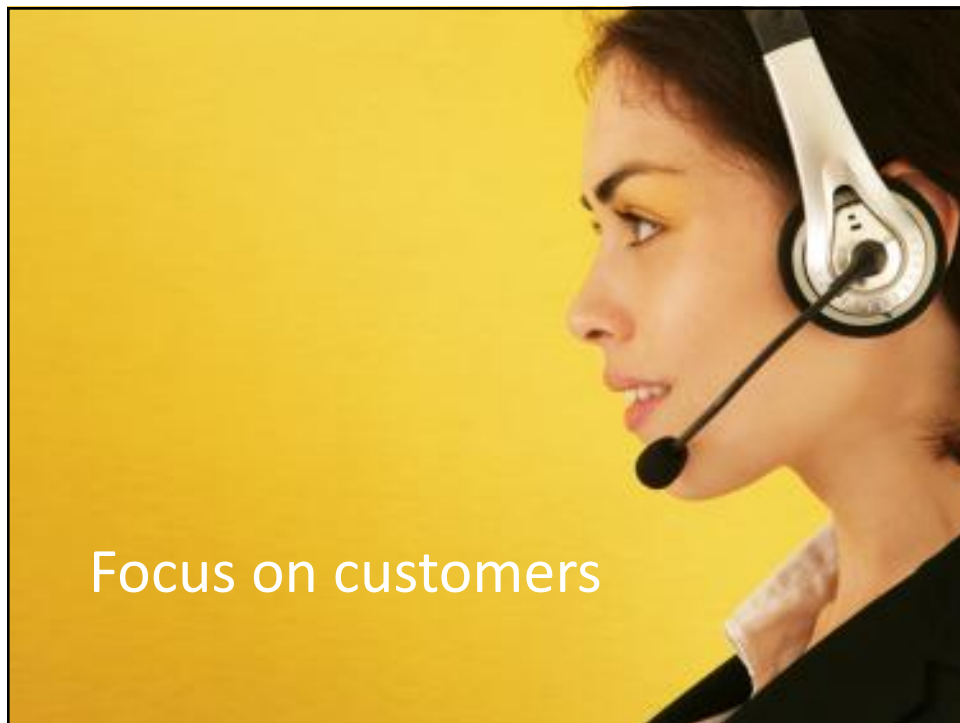
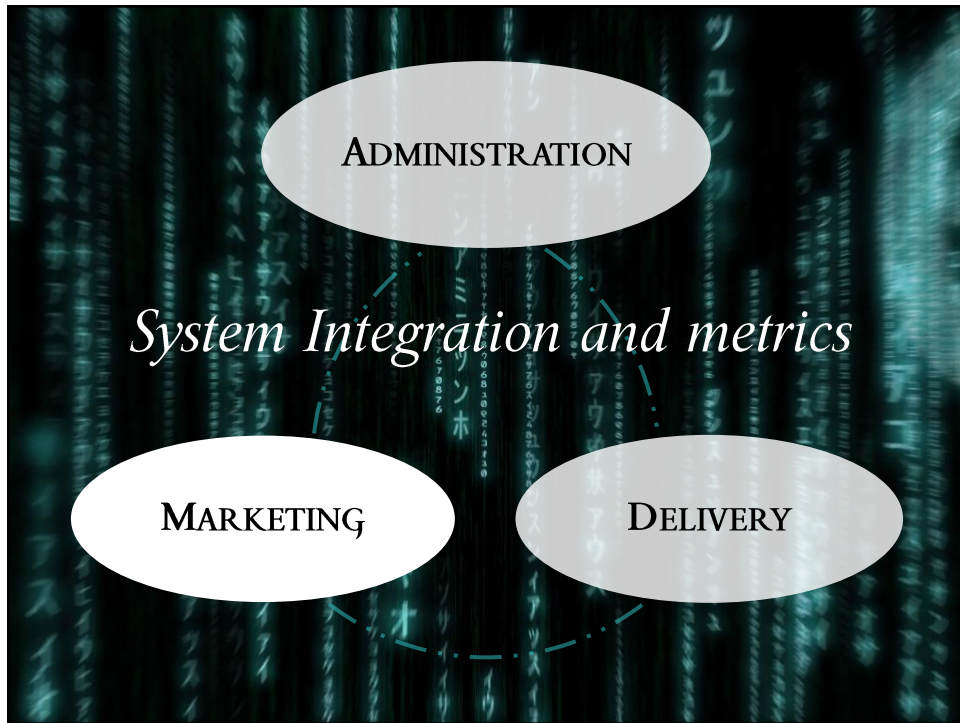


**“We can be pretty sure that  
email is here to stay!”**



## Peer-to-peer / Web 2.0 communication channels

- Facebook
- Linked In
- Blogs
- Discussion forums
- Twitter
- Text messages
- Email
- Google Wave



# CRM Systems



**INTELLIWORKS**  
CONNECT WITH PURPOSE



**salesforce.com** ~~SOFTWARE~~  
Success On Demand.™



**TALISMA**



Microsoft Dynamics

**Target Information**

Target Name :	BS - Total Certificate Leads
Target Owner :	Jon Horn Edit
Type :	Dynamic
Status :	Active
Description :	
Created By :	Johnna Wickstrom on Nov 11, 2009 10:57:59 AM
Modified By :	Jon Horn on Nov 11, 2009 11:18:21 AM

**Query Builder**

Join	Area	Field	Operator	Value	
	((	Events	Event Name	contains	Paralegal
or		Events	Event Name	contains	Six Sigma
or		Events	Event Name		CFP
and		Contacts	Created Time		
and		Attendees	Created Time		
or	(	Cases	Subject		
and		Cases	Created Time		
and		Cases	Created Time		
minus	((	Cases	Subject		
or		Cases	Subject		
or		Cases	Subject		
and		Cases	Created Time		
minus	(	Events	Event Name		
and		Attendees	Created Time		

**Preview** →

**Contact List**

Print View   Export   Total Records:   Displaying 1 to 10

Contact Name	Email	Phone
Ashli Roberts	ashli.roberts@yahoo.com	(908) 447-5621
Kenyana Scott	kimscott_2009@yahoo.com	6789898962
Lorraine Campbell	campbell_lo@yahoo.com	404-838-2288
ADENLIKE BUCHANAN	ADENLIKE_BUCHANAN@HOTMAIL.COM	6785084933
Rachel Gushman	rjgushman@yahoo.com	404-315-8044
Barbara Johnston	bjohn2007@gmail.com	770-301-8030
John Thomas	jttalco@hotmail.com	828-228-8212
Kelly Davis	kmdavis@it-tech.edu	678-953-2253
Idelwyn Madrid	atty_lmadridd@yahoo.com	770-4921062
I-Lin Wu	iwu2@emory.edu	4047272727

## Email marketing

Exact Target Email Marketing

Home Settings Help Logout  
Welcome, Emory Professional Learning (52096)

Showing Last 100 Sends Set Grid Preferences

Name	Date/Time Sent	Status	Emails Sent	Unique Click-Through Rate	Open Rate	Deliverability Rate
Winter 2008 Registration Available...	12/20/2007 7:27 AM	Complete	12,366	10.3%	23.3%	80.6%
Winter 2008 Registration Available...	12/19/2007 6:32 PM	Complete	12,484	9.4%	21.1%	82.6%
Winter 2008 Registration Available...	12/19/2007 1:14 PM	Complete	12,424	10.2%	22.2%	83.3%
Online Surveys	11/12/2007 12:43 PM	Complete	1	100.0%	100.0%	100.0%
Username and Password	11/9/2007 2:14 PM	Complete	42	9.8%	55.9%	97.6%
Online Surveys	11/7/2007 4:37 PM	Complete	76	21.6%	58.1%	97.4%
Online Surveys	11/1/2007 4:03 PM	Complete	62	25.8%	69.4%	100.0%
Online Surveys	11/1/2007 3:15 PM	Complete	59	13.8%	46.6%	98.3%
Online Surveys	11/1/2007 3:01 PM	Complete	13	23.1%	46.2%	100.0%
Online Surveys	10/25/2007 3:53 PM	Complete	2	50.0%	0.0%	100.0%
Online Surveys	10/25/2007 3:33 PM	Complete	1	100.0%	100.0%	100.0%
SHRM Power Breakfast Invitation 1...	10/25/2007 1:11 PM	Complete	598	9.7%	35.8%	83.1%
Online Surveys	10/24/2007 12:54 PM	Complete	1	100.0%	100.0%	100.0%
Online Surveys	10/24/2007 12:42 PM	Complete	1	100.0%	100.0%	100.0%

## Website ranking

Advanced Web Ranking 6.0.2 - Paralegal - Licensed to Jon Horn

Project Update Schedule Reports Edit Reports Triggers Filters Options Tools Help

Paralegal

Current Rank Keyword Rank Search Engine Rank Top Sites Overview Visibility Keyword Analysis

Compare to: Jan 30, 2008 Date: Feb 6, 2008

Display: All Items Filter by: Contains

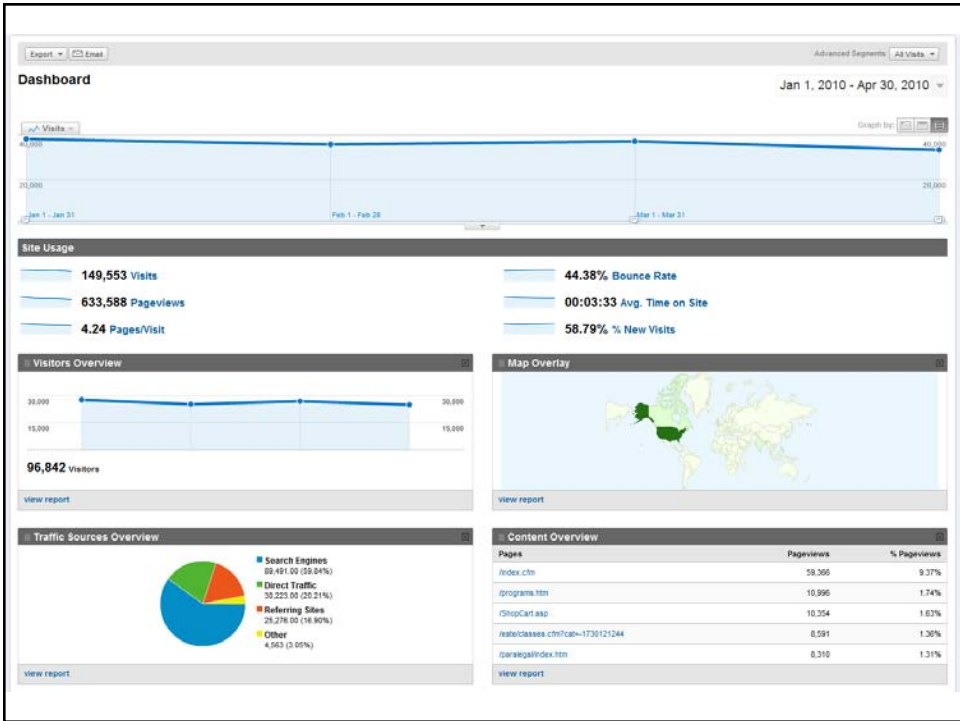
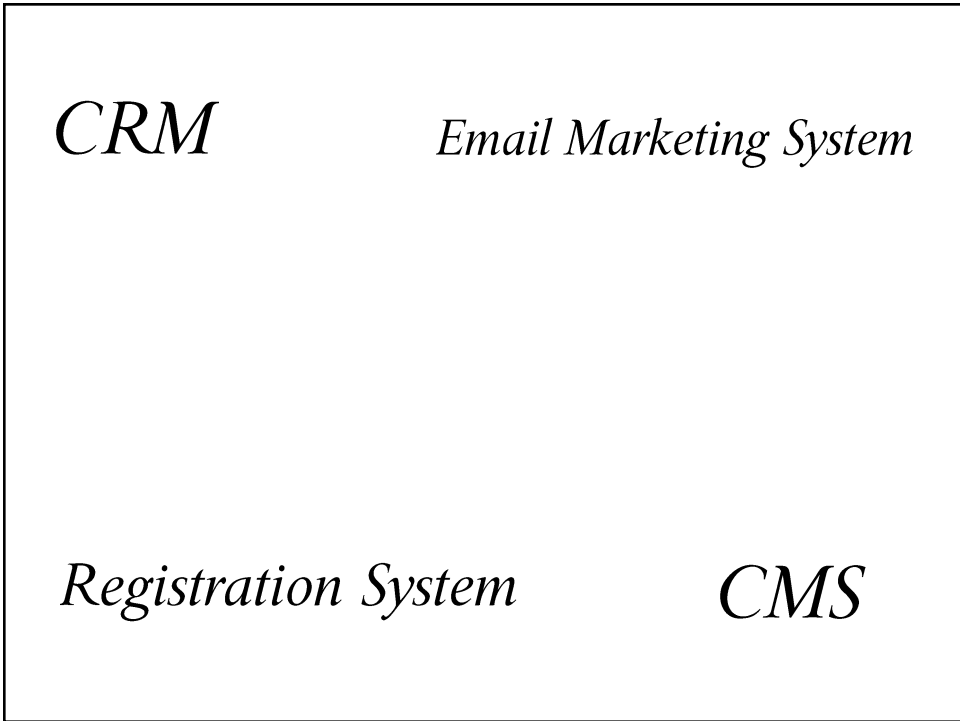
Keywords	Google	Yahoo	MSN	AOL
Atlanta paralegal certificate class	1	1	1	1
Atlanta paralegal certificate course	3	1	1	3
Atlanta paralegal certificate training	5	1	1	5
Georgia paralegal certificate class	1	1	1	1
Georgia paralegal certificate training	5	1	3	5
Atlanta paralegal studies class	2	1	2	2
Atlanta paralegal studies course	10	1	7	8
Atlanta paralegal certificate program	2	1	1	2
Atlanta paralegal program	2	1	1	2
Georgia paralegal program	5	1	3	5
Atlanta paralegal studies training	15	2	1	12
Georgia paralegal studies class	4	3	3	4
Georgia paralegal certificate course	7	4	5	7
Atlanta paralegal degree class	1	4	1	1
Atlanta online paralegal class	1	6	17	1
Atlanta paralegal degree program	1	8	9	1
Georgia paralegal studies training	1	9	1	1
Atlanta paralegal degree course	16	11	8	13
Atlanta online paralegal course	4	15	20	4
Georgia paralegal studies course	1	17	1	1

## Pay-per-click marketing

Campaign Name	Clicks	Imp.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv. *	Conversions
Corporate Learning	96	8,425	1.13%	\$1.56	\$149.71	1.04%	\$149.71	1
Financial Planning Certificate	160	7,317	2.18%	\$1.98	\$317.40	1.88%	\$105.80	3
IT - Web Development	291	17,288	1.68%	\$1.33	\$386.57	1.37%	\$96.64	4
IT - Web Certificate	71	2,476	2.86%	\$2.29	\$162.52	2.82%	\$81.26	2
Evening at Emory	98	5,226	1.87%	\$0.80	\$78.21	1.02%	\$78.21	1
Content and Search Network - IT - Computer Software	55	3,606	1.52%	\$1.41	\$77.77	1.82%	\$77.77	1
IT - Computer Software	713	23,094	3.08%	\$1.43	\$1,021.01	2.24%	\$63.81	16
Six Sigma	229	10,919	2.09%	\$2.09	\$479.67	3.49%	\$59.96	8
Professional Development	373	15,573	2.39%	\$1.04	\$388.77	2.14%	\$48.60	8
Paralegal Certificate	433	17,816	2.43%	\$1.89	\$820.09	4.16%	\$45.56	18
ECLL	788	81,642	0.96%	\$0.81	\$639.80	3.17%	\$25.59	25
Competitors	12	1,652	0.72%	\$0.67	\$8.09	0.00%	\$0.00	0
Evening at Emory - Vinings Studio	24	2,258	1.06%	\$0.75	\$17.88	0.00%	\$0.00	0
Small Business Forum	11	2,699	0.40%	\$0.99	\$10.87	0.00%	\$0.00	0
<b>Total - 14 active campaigns</b>	<b>3,354</b>	<b>199,991</b>	<b>1.67%</b>	<b>\$1.36</b>	<b>\$4,558.36</b>	<b>2.59%</b>	<b>\$52.39</b>	<b>87</b>

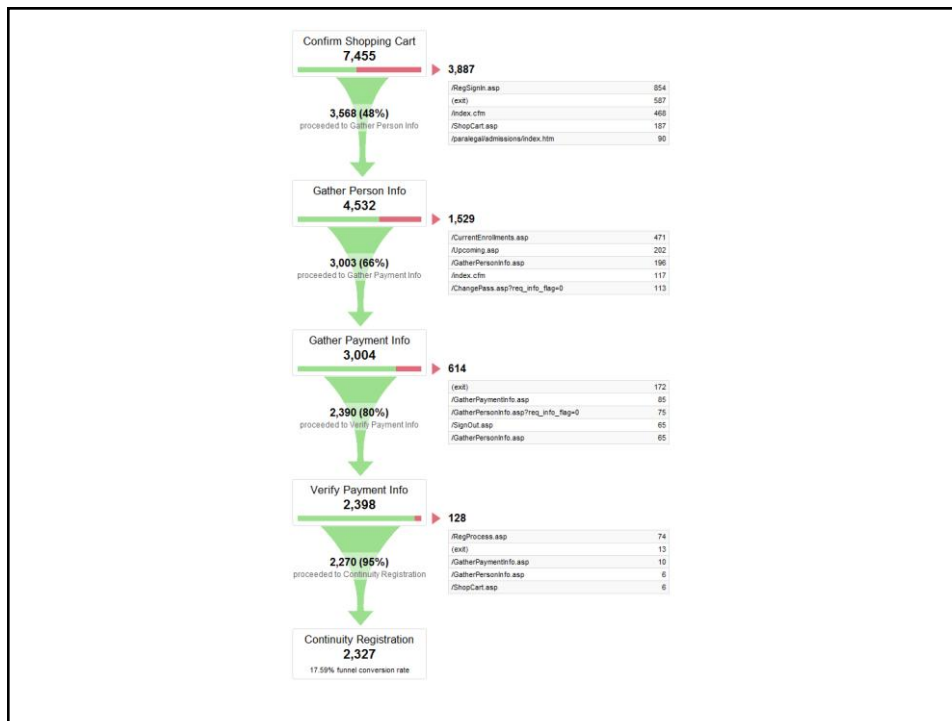
## CMS Systems

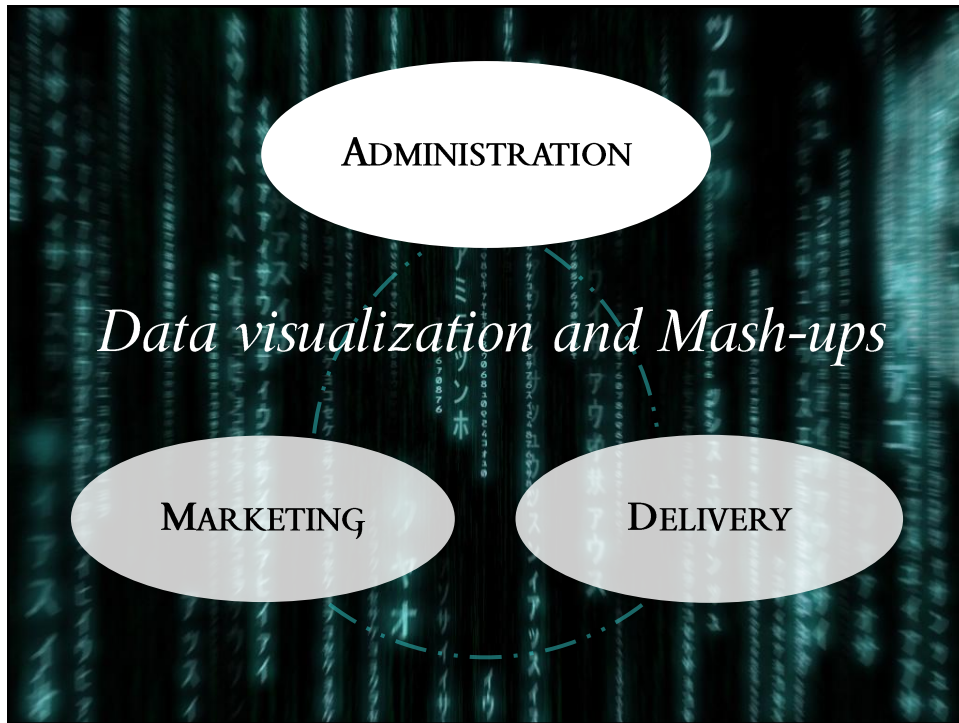




## Website analytics

URL	Google Analytics	Pageviews ↓	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index
1.	<a href="#">/sixsigma/index.htm</a>	1,050	665	00:00:57	49.29%	42.10%	\$0.00
2.	<a href="#">/sixsigma/</a>	502	357	00:01:32	31.46%	38.45%	\$0.00
3.	<a href="#">/sixsigma/registration/index.htm</a>	376	277	00:01:01	55.56%	25.27%	\$0.00
4.	<a href="#">/sixsigma/registration/infosessions....</a>	318	221	00:01:26	76.92%	28.93%	\$0.00
5.	<a href="#">/sixsigma/curriculum.htm</a>	287	179	00:00:43	0.00%	7.67%	\$0.00
6.	<a href="#">/sixsigma/profession.htm</a>	232	161	00:00:56	0.00%	16.81%	\$0.00
7.	<a href="#">/sixsigma/registration/financialassis...</a>	174	120	00:00:32	0.00%	9.20%	\$0.00
8.	<a href="#">/sixsigma/myths.htm</a>	155	108	00:00:25	20.00%	10.32%	\$0.00
9.	<a href="#">/sixsigma/comparison.htm</a>	126	88	00:00:05	0.00%	7.94%	\$0.00
10.	<a href="#">/sixsigma/instructors.cfm?pro=1054...</a>	116	95	00:00:23	25.00%	18.97%	\$0.00
11.	<a href="#">/sixsigma/instructors.cfm</a>	86	73	00:00:45	0.00%	15.12%	\$0.00
12.	<a href="#">/sixsigma/how/</a>	31	22	00:01:12	33.33%	29.03%	\$0.00
13.	<a href="#">/sixsigma/contact/index.htm</a>	30	23	00:00:29	0.00%	16.67%	\$0.00





A white rectangular box with a thin black border. A thick yellow curved line arches across the top. In the center, the text **Managing our information is one of our greatest technology challenges** is written in a black serif font. Another thick yellow curved line arches across the bottom.

# Registration System Report

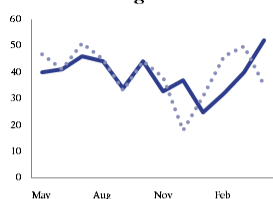
Exhibit C: Course Regression Analysis

Course with F160 Contribution	Beta	Category	Program
Senior Business Writing	-0.1	Communication	Professional Education Classes
ISSM Admin Process Booklet	-0.776	Professional Development	Professional Education Classes
Communicator Introduction	-0.776	Workshop Design Training	IT/Efficiency complete education
Accounting for Profitability	-0.776	Software Training	IT/Efficiency complete education
Total registrations: 28			
<b>Leadership</b>			
Effective Presentation Techniques: Speaking with Confidence and Style	-0.77	Communication	Professional Education Classes
Building Effective Teams	-0.823	Management Skills	Professional Education Classes
Communication Skills for Your Career	-0.823	Communication	Professional Education Classes
Total registrations: 28			
<b>The Six Principles of Service Excellence</b>			
Communication Skills for Your Career	-0.768	Communication	Professional Education Classes
Building Effective Teams	-0.846	Management Skills	Professional Education Classes
Total registrations: 82			
<b>Management Skills</b>			
Essentials of Motivation	-0.793	Management Skills	Professional Education Classes
Essentials of Coaching for Managers	-0.846	Management Skills	Professional Education Classes
Skills Meeting Work	-0.846	Professional Development	Professional Education Classes
Total registrations: 38			
<b>Coaching - Solving Performance Problems</b>			
Essentials of Coaching for Managers	-0.817	Management Skills	Professional Education Classes
Essentials of Presenting for the Non Executive	-0.817	Management Skills	Professional Education Classes
Train the Trainer	-0.817	Professional Development	Professional Education Classes
Project 2007 Introduction	-0.816	Software Training	IT/Efficiency complete education
Effective Presentation Techniques: Speaking with Confidence and Style	-0.816	Communication	Professional Education Classes
The Leadership Challenge	-0.768	Management Skills	Professional Education Classes
Essentials of Performance Management	-0.768	Management Skills	Professional Education Classes
Essentials of Delegation	-0.808	Management Skills	Professional Education Classes
Leading With Impact	-0.808	Management Skills	Professional Education Classes
Effective Change Management	-0.808	Management Skills	Professional Education Classes
Identifying and Building a Successful Worklife	-0.808	Workshop Design Training	IT/Efficiency complete education
Essentials of Negotiation	-0.808	Management Skills	Professional Education Classes
Essentials of Motivation	-0.808	Management Skills	Professional Education Classes
Building Effective Teams	-0.808	Management Skills	Professional Education Classes
Total registrations: 11			
<b>Essential Intelligence and Leadership Excellence</b>			
Effective Presentation Techniques: Speaking with Confidence and Style	-0.818	Communication	Professional Education Classes
Essentials of Presenting for the Non Executive	-0.818	Management Skills	Professional Education Classes

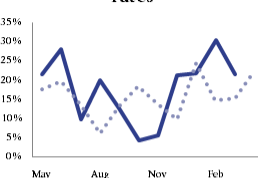
Printed: September 22, 2007 Page 2 of 7

## Dashboards

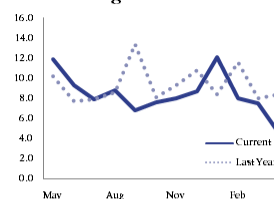
Offering volume



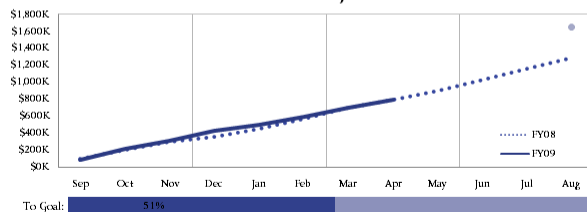
Offering cancellation rates



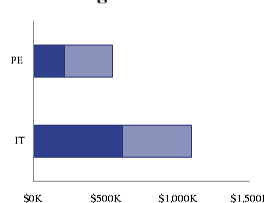
Average enrollments

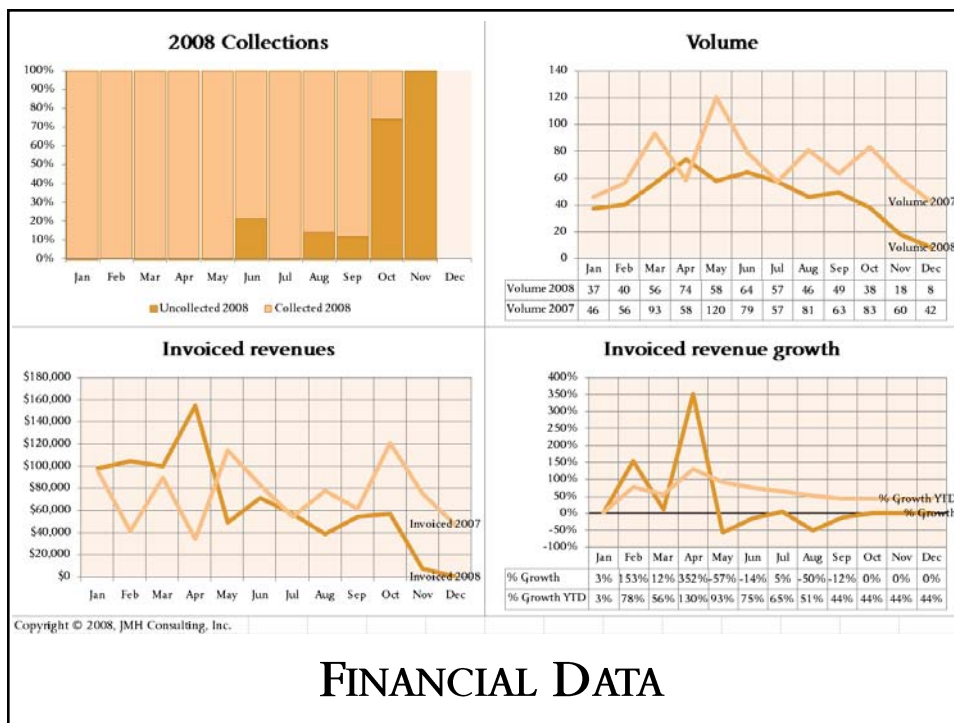


YTD Revenue Growth

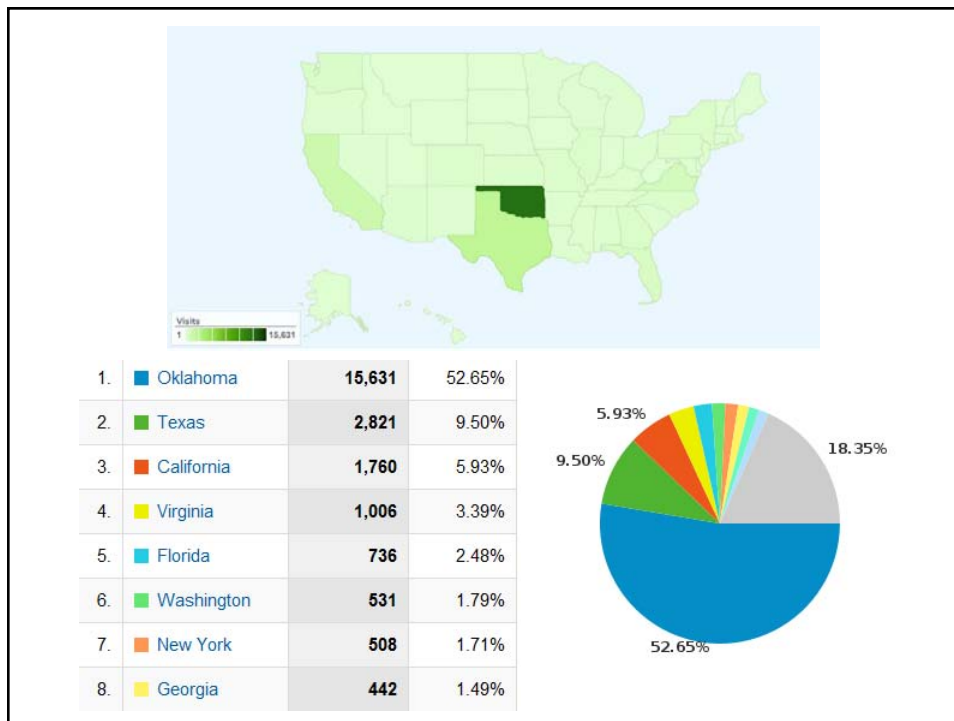


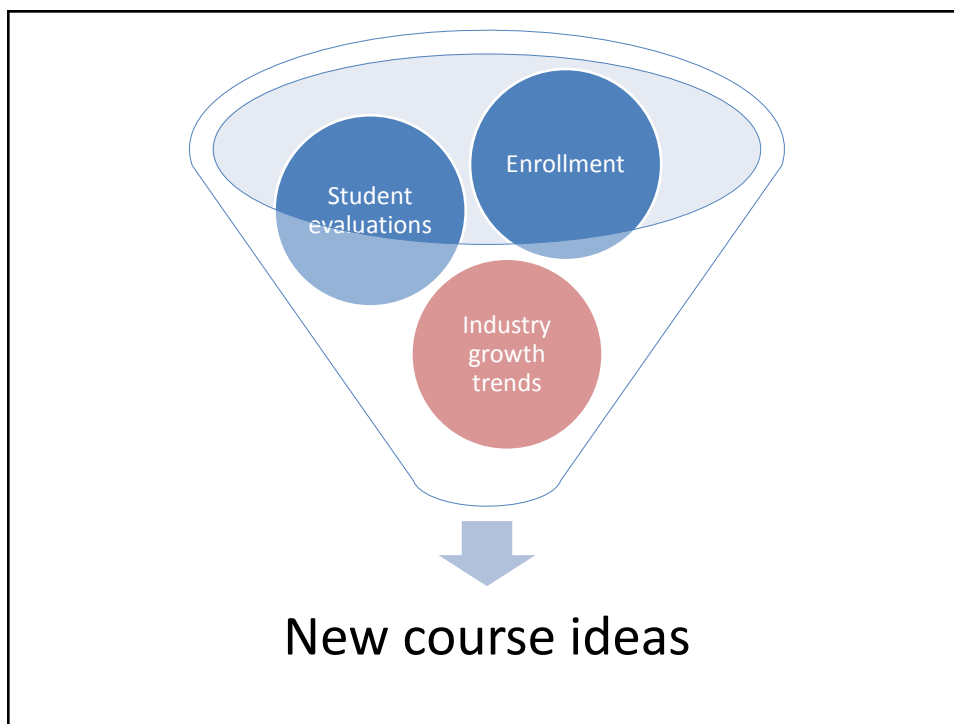
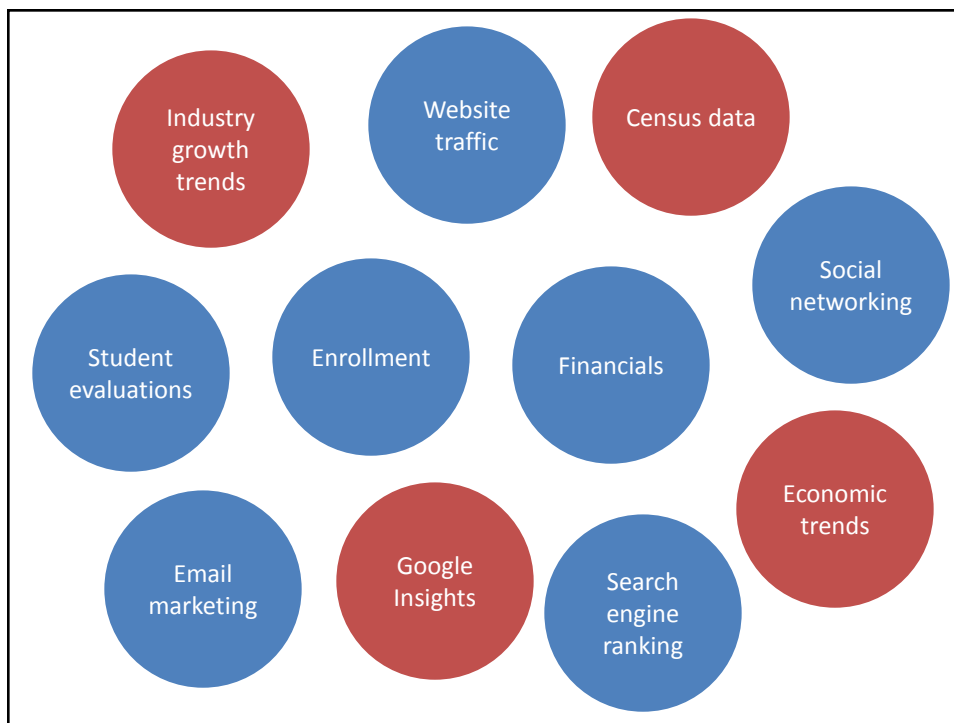
Program Revenue





## FINANCIAL DATA



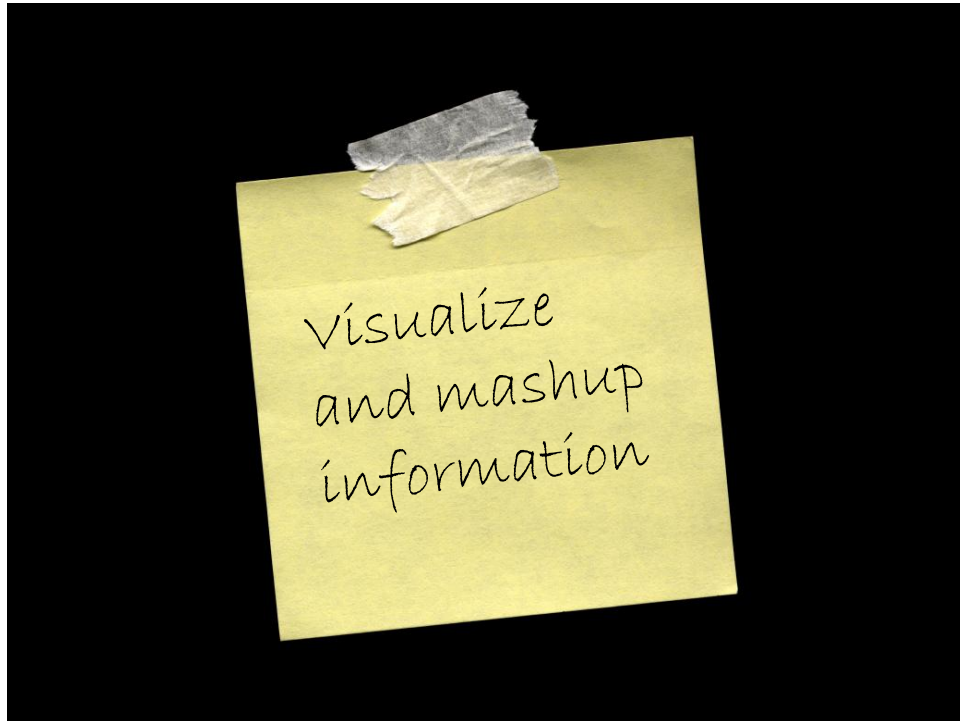


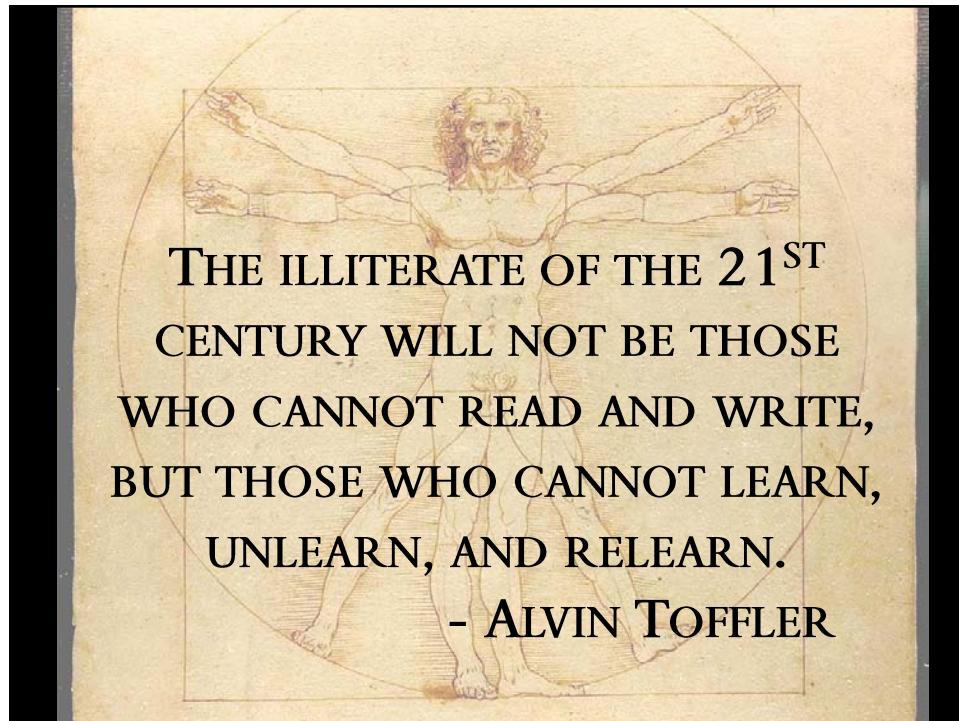


## Emerging technologies

1. Peer-to-peer and Web 2.0 learning tools
2. System integration and marketing metrics
3. Data visualization and mashups







*Emerging Technologies in  
Continuing Education*

Thank you!

Download this presentation at [www.jmhconsulting.com](http://www.jmhconsulting.com)