

# Account Management

## Relationship Management and Strategic Planning from Pearson's Experienced Education Professionals

Pearson eCollege's Account Management team provides a dedicated consultant to each of our Education Partners. This experienced professional works with you to ensure the successful growth of your institution's programs.

Account Management helps your institution focus on what matters most—growing online enrollments, maintaining high completion and retention rates and providing quality educational experiences to your students.

### **Account Management:**

- Helps achieve quantitative and qualitative organizational goals
- Identifies opportunities for program growth
- Assesses programs for course redesign
- Offers strategic guidance to improve program quality and efficiencies

## Leverage Our Experience to Implement Best Practices

All of Pearson eCollege's Account Managers keep up with the latest technological developments in education, to help institutions stay abreast of new opportunities. They can guide you toward the most innovative and efficient learning solutions available.

**Your Account Manager is focused on improving program success in the following areas:**

- Program quality and student success
- Strategic planning and project leadership
- Integrated information systems and technical consulting
- Business intelligence and academic analytics consulting



## Identify Opportunities for Program Growth and Improvement

Pearson eCollege's Account Management team serves as your strategic, long-term business partner. Our team of consultants is dedicated to helping academic institutions achieve their quantitative and qualitative organizational goals. The Account Management team also performs annual needs assessment as an institution's education programs grow, identifying opportunities for program growth and improved program administration.

## Guidance throughout the Program Life Cycle

Education programs have a predictable life cycle. Throughout planning, implementation, support and assessment, your Account Manager offers experience and strategic planning to guide you through continuous improvement of your education programs.

### Planning

The Account Management team builds strong relationships with institutional leadership to develop ongoing plans to support the institution's strategic goals and initiatives.

### Implementing

The Account Management team complements an Education Partner's staff, streamlining the implementation and growth of high-quality education programs with a rich understanding of current technologies.

### Supporting

Each member of the Account Management team has extensive experience in supporting the growth of successful education programs and can offer mutual paths for growth.

### Assessing

An Account Manager communicates on an ongoing basis with an Education Partner and meets annually to conduct a formal assessment process, reviewing the previous year's institutional and program goals and establishing a detailed plan for moving forward together.