



DELOITTE HIGHER EDUCATION

Client Success Story

University System of Maryland Global Campus

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Charting a path forward for the University System of Maryland Global Campus to achieve focused and disciplined growth.

The University System of Maryland (USM) is Maryland's public higher education system, consisting of 12 institutions, 3 regional higher education centers, and a system office. This network works closely together to leverage their collective expertise and resources, share best practices, increase the system's effectiveness and efficiency, and advance USM's mission to improve the quality of life in Maryland.



Background

USM requested Deloitte to provide an independent assessment of the national higher education market for online programming and continuing education, as well as an analysis of University of Maryland Global Campus (UMGC) and its capabilities and opportunities compared to nationally-scaled competitors.

The project closely aligned with the announcement of the new UMGC President. The development of the future roadmap for UMGC is a critical step in enhancing and enabling UMGC's mission and vision of serving the adult and military learners of Maryland and beyond.

- An assessment of **the university's core assets, programs, financial data, and related trends** alongside interviews with system and university leadership provided the internal current state foundation against which to base the institution's strategic direction.
- An analysis of the **national online education landscape and competitive trends paired with a breakdown of customer segments and personas** provided the external current state foundation in order to understand the future direction of the market.
- The **identification and development of strategic options through the facilitation of workshops** granted a forum for system and institution leadership to align on next steps related to the institution's strategic path forward and relationship with the system.



Process

The project encompassed the following, with respect to one of the System's flagship schools, The University of Maryland Global Campus:

The creation of **an integrated future roadmap** helped define and prioritize a set of initiatives to focus the institution's activities and resources and set the stage to implement a **new strategy for the university.**



Impact

This project enabled cross-functional collaboration with colleagues across Deloitte that specialize in military markets, as UMGC's student population is comprised of a **significant number of active duty, veterans, and military-affiliated students**.

Deloitte was able to support the University System of Maryland in the following ways:

Facilitate onboarding of new University president.

Through in-depth market and institution analysis, Deloitte's helped successfully prepare a new University president to gain a quick understanding of the current state and future goals of University of Maryland Global Campus.

Enable alignment between System and Institution.

Deloitte held multiple interactive conversations between key System and University of Maryland Global Campus leaders, helping to ensure a common understanding of existing pain points and prioritize concrete initiatives for growth and development.

Ensure the health and growth of Maryland's innovative online university.

The System wanted the University to remain healthy and vibrant for strategic, financial, and mission-fulfillment reasons. With increased competition stifling growth, Deloitte helped chart a path forward for UMGC to achieve focused and disciplined growth.

For more information, please contact us.

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