



# Apollo College Online

Mike Case, Regional Program Director, Online Education

PEARSON  
PROFILES:  
CAREER  
SOLUTIONS

Apollo College, a leading provider of health-care education since 1976, offers degree and diploma programs in health-care, dental, and veterinary career fields at 10 campuses throughout the western United States. Students turn to Apollo to advance in their fields, to move into other areas of health care, and to complete their bachelor's degrees. In 2008, as part of its commitment to removing barriers to quality and continued health-care education, Apollo launched Apollo College Online—online bachelor's degree programs for medical imaging and respiratory care professionals.

*The whole operation was infused with a sense of quality from start to finish, from content design to faculty development. Pearson understood right away who we are. They heard our goal and helped us reach it.*

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Regional Program Director  
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Continuing education is a cornerstone in the health-care setting, and the training and education offered at Apollo College can advance careers and change lives. In 2007, however, the school's reach was limited by brick-and-mortar status. The solution: create a new campus devoted solely to the delivery of online education.

"When it came to ensuring compatibility between the on-site and the anticipated online courses, using Pearson was the obvious answer," recalls Mike Case, Apollo College Online's regional program director of online education. "Eight of our campuses were already using Pearson textbooks and ancillary materials. Plus, Pearson had helped create lesson plans for us in the past."

Using Apollo's existing textbooks, curricula, and the specific learning objectives of the allied health industry as guides, Pearson Learning Solutions developed a customized package comprising CourseConnect, eBooks, MyMathLab, and the eCollege platform. "We received both high-quality plug-and-play modules, as well as the ability to tailor individual courses with videos, podcasts, animations, and collaborative group work via discussion boards," says Case.

Case describes the capacity to create interactive engagement between students as a tremendous benefit of the program. "The solution that Pearson developed for us evolved a course previously implemented solely via U.S. mail into an interactive, robust, exciting, lively, teacher-led course that our students are genuinely excited about," he says. "It's changed the nature of the course for the better: there's bonding among students participating in different states, real-life clinical experiences shared daily, and group learning taking place naturally. Our new courses bring students' experiences to life,

enable them to learn from those experiences, share them, and confirm them as valuable."

Initial rollout of Apollo College Online comprised 10 courses: 5 generic and 5 built from the ground up and targeting specific programmatic requirements. "We were able to pick and choose the level and the quality of the courses depending on the volume of the course, the content, whether or not it was hands on, whether it would benefit from animation, and so on," says Case.

"Pearson was a partner in piloting this program, not just a vendor dropping off books," says Case. "They provided the resources, the direction, and the confidence to swiftly create a quality experience for our students and reach our goals: by April 2008, an online program was delivering a professional product, and in August 2009, we started our first students on an all-online branch campus offering two bachelor's degree programs."

Apollo College Online's first round of students declared the new solution a winner: across more than 48 surveys, Apollo College Online received a 98 percent approval rating. When asked what could be improved in the program, one student responded, "So far, I've been nothing less than satisfied with the program and cannot see where any improvements need to be made."

Case is also pleased. "These courses are frequently the first exposure students have with us. It's important that those courses work well, and they do," says Case. "They've been incredibly successful across the board—in student persistence, satisfaction, and academic achievement. What's more, they've enabled us to move beyond associate degree programs and general education classes to purely online bachelor's degrees, as well as from a western U.S. market to all 50 states."

