



2U Benefit from Optamark's Company Branded Storefront



Company Background

Eliminating the back row in higher education is not just a metaphor—it's our mission. For more than a decade, 2U, Inc., a global leader in education technology, has been a trusted partner and brand steward of great universities. We build, deliver, and support more than 250 digital and in-person educational offerings, including graduate degrees, professional certificates, Trilogy-powered boot camps, and GetSmarter short courses. Together with our partners, 2U has positively transformed the lives of more than 150,000 students and lifelong learners.

Challenge

Each term and courses sees different instructors from the industry who bring their expertise and experience to students to provide a real life, hands-on approach to education. Instructors often turn to their industry partners seeking donations that will assist them in delivering their desired curriculum.

Solution

Optamark setup the Company Branded Storefront for classroom use. Typical course construction is one-third graphics-related software, one-third hands-on lab work and one-third formal business training. In addition students also took advantage of free online training videos on the Optamark Company Branded Storefront.

"We are very lucky to have the full support of the local printing industry for our institution," said Sydney Thomas, Brand Marketing Manager and the program's only full-time employee.

Results

"Our model at this institution started by partnering with industry association to seek high-level managers as instructors, who typically teach one class per term. This keeps our curriculum current, and what we really deliver is a two-year diploma that trains entry-level managers into the industry. It's like a two-year job interview." Beyond the two-year degree, students are encouraged to take advantage of other courses offered. "We are unique in terms of graphic arts programs," Sydney added, "in that we are actually part of the School of Business. We believe business training is critical, Students were able to use Optamark Company Branded Storefront and its system to create sites and documents. One team took their production to a new level with packaging elements in their solution, and this was something we had not done before. Customized packaging opened new horizons for us here with Optamark's Offerings! They had the tools in the lab, and they took advantage of them in new ways." Sydney also complimented Optamark Graphics for the real-world expertise they brought to the course. In addition to document creation and production, Optamark would like to investigate adding curriculum around pricing tables and their connection to MIS as well as other aspects of advanced solutions to round out the student experience. "One thing that was really valuable," was the availability of great training videos. Our students have a lot to accomplish over a 14-week course, and assigning them videos to watch as homework helped boost the course content. They had two hours of course work and 12 hours of video each week. But it was also critical that we had the actual software. The videos are important and a demonstration of Optamark Graphics commitment to having the best tools, but it is equally important for students to be able to translate what they learned into actual hands-on interaction with the product. Combined, these two aspects made for a potent educational experience. We are thankful for the gift and hope to be able to continue the relationship into the future." Sydney concluded, "If a group of students just coming into the industry can get the tools, use them that quickly and develop the kinds of products our students produced, I am confident they will be well-prepared to join a company upon graduation and get a profitable operation up and running right away!"