

BPP transforms learning delivery.

Education company builds award-winning live classrooms for online courses.



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Malcolm Bell, Director, BPP Online Classroom Live

SOLUTION

Adobe Connect

RESULTS

UP TO **5x** **HIGHER REVENUES** than previous on-site classes

 **NO COMMUTING**—students can work from anywhere

UP TO **35%** of courses **NOW DELIVERED LIVE ONLINE**

 **IMPROVES LEARNING** for wider variety of students



BPP Professional Education

Established in 1976

Students: 28,000

London, England

www.bpp.com

Collaborate

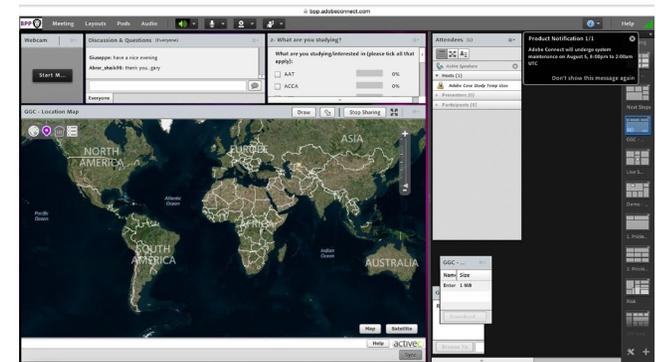
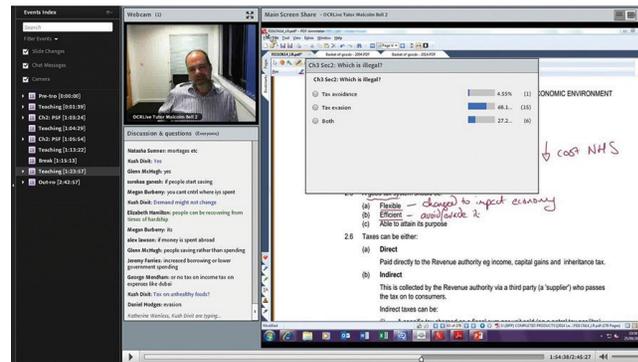
Adobe Connect Gold Partner

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CHALLENGES

- Delivering live, real-time courses online for greater flexibility
- Reducing costs by shifting costlier on-site courses online
- Getting 100% of faculty using live online delivery by 2018



Lectures evolve with student needs

Since 1976, BPP Professional Education has grown into one of Europe's leading providers of specialty business courses, offering exam preparation for accounting, tax, finance, and actuarial certifications, and short-course professional development for working adults. Today, the company is changing how students acquire knowledge with BPP Online Classroom Live.

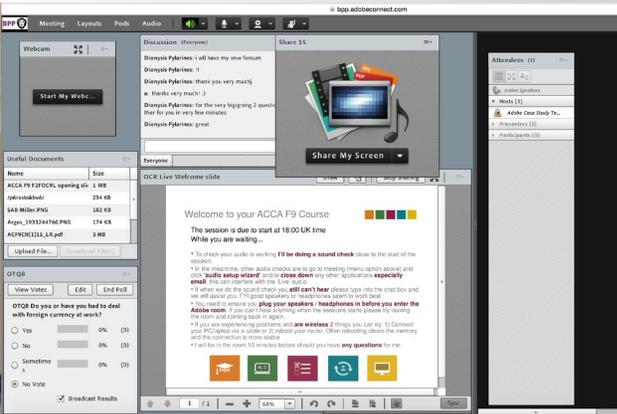
BPP Professional Education, part of the Apollo Education Group, Inc., developed BPP Online Classroom Live to offer students live lectures in real time, scheduled like on-campus courses, but without the need to visit a BPP center. Like an in-person class, students can ask questions as they arise during a lecture and get immediate instructor feedback. Plus, every lecture is recorded, so students can go back to review information.

Classroom structure without the commute

BPP students have three learning options: in-center, Online Classroom and Online Classroom Live. Online Classroom offers traditional pre-recorded lectures. Online Classroom Live combines the best of the first two options, combining the live, real-time lectures and interaction from in-center learning with the convenience of distance learning. Although online courses are the obvious choice for learners who don't live near one of BPP's 17 centers, Online Classroom Live's earliest adopters were urban working adults with lengthy commutes.

"Adobe Connect helps remove their 'triangle of pain' of commuting from home to work to school and back," says Malcolm Bell, Director, BPP Online Classroom Live. "It gives them the flexibility to log on wherever they are and still get the benefits of live learning."

It also gives BPP flexibility to create new learning options, such as spreading a three-day in-center program over two months with live online sessions every two weeks and networking sessions in between. Compared with intensive, in-person conferences, interest in shorter sessions is rising and there's evidence that educational outcomes are better for many participants.



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Malcolm Bell, Director, BPP Online Classroom Live

Improved outcomes are also possible for students with different personalities. Traditional online classes at BPP have worked extremely well for natural distance learners—motivated people whose lives don’t fit a typical education schedule. BPP Online Classroom Live accommodates students who need the added structure and discipline of a classroom. It also helps natural introverts come out of their shells.

“Live learning with Adobe Connect can transform students,” Bell says. “Many students have provided feedback that they’re more comfortable asking questions and participating during an Online Classroom Live course than they have ever been during an in-center course.”

Delivering education efficiently

BPP Professional Education originally used two computers to deliver about 200 live online sessions when it launched Online Classroom Live in 2012. With help from Adobe Connect Gold Partner Collaborate, BPP Professional Education has expanded its Adobe Connect implementation and tutor training.

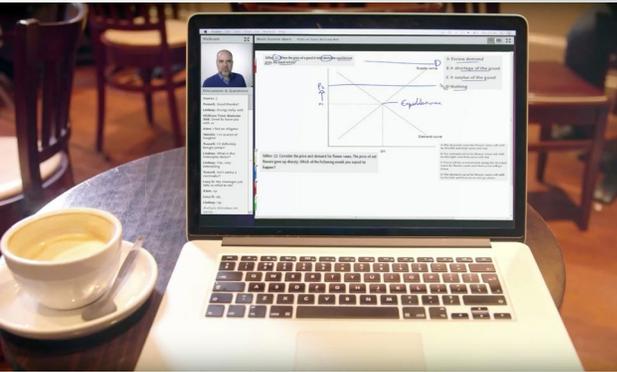
“During a one-day basic training course, Collaborate provided essential instructions for Adobe Connect and gave tutors loads of ideas for getting the best from the solution,” Bell says. “Since then, Collaborate has continued to help our tutors learn and grow.”

BPP now has more than 400 Adobe Connect host licenses, delivers more than 12,000 sessions annually, and maintains more than 30 multi-screen workstations equipped with two computers and high-quality microphones and webcams. BPP’s dedication to live online courses helped it earn the 2016 Online College of the Year award from *PQ Magazine*.

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Adobe Connect also delivers operational and financial benefits. For example, on-site tax classes averaged 20 to 30 students in London but sometimes only a handful in smaller communities. Online Classroom Live can reach all these students, which helps BPP optimize its best tutors’ time. BPP estimates that most courses now delivered live online generate revenues up to five times higher than their previous on-site counterparts. BPP Online Classroom Live is also increasing faculty job satisfaction by enabling tutors to build online course development and delivery skills.

“Faculty are being taught to look at Adobe Connect as more than a three-layout product—to use their imaginations and to create engaging, immersive environments,” Bell says. “We love the layout change capability in Adobe Connect. We’re showing tutors how to configure pods ahead of time to make sure courses flow as intended. We now have rooms with more than 100 layouts and chose Adobe Connect over WebEx mainly because of this capability.”



SOLUTION AT A GLANCE

- Adobe Connect

Creating Connect converts

BPP tutor Nitin Rabheru preferred teaching in-center, but agreed to try Adobe Connect for the first time last year. He used only one layout for the first four days because he was reluctant to make mistakes. After acclimating to Adobe Connect he began to use chat pods, white boards, and polls to involve students. When the course ended, students gave him a 100% rating.

"This year, I'm doing layouts for each chapter. I'm using breakout rooms and whiteboards. It's easy to share content and I love how polls and quizzes in Adobe Connect help me gauge student engagement. I have a better idea of how well I'm teaching," Rabheru says. "Plus, I can work almost completely from home using a Wacom tablet and two laptops."

BPP's 400 Adobe Connect licenses currently cover about two-thirds of the total faculty and the company has ordered 120 more licenses from Collaborate for the coming year. By 2018, BPP expects all faculty members to be using Adobe Connect for live course delivery. In fact, Adobe Connect is a central pillar of BPP's "live strategy" moving forward.

"Nothing comes close to Adobe Connect for providing interactive, engaging, and educationally-sound live courses. Our next step is to make live learning an option for every course and every situation, such as a student booking a live session for help with pre-recorded content," Bell says. "Adobe Connect will help us continue to create supportive and dynamic structured learning that meets students' changing needs."

For more information

www.adobe.com/products/adobeconnect.html



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