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**2014 ACCE Conference
San Francisco, CA**



Today's Takeaways

Chapter 11 Reorg Update

Benefits of Online Education

What's New at ed2go

History of ed2go

1997 - Founded in by Craig Power (MiraCosta College) and Jules Ruggles.

A light blue downward-pointing arrow indicating the flow of the timeline.

2004 - Sold to Thomson Learning. Division of Thomson Inc.

A light blue downward-pointing arrow indicating the flow of the timeline.

2007 - Thomson divested Thomson Learning and rebranded as Cengage Learning.

A light blue downward-pointing arrow indicating the flow of the timeline.

2008 - ed2go/Cengage Learning acquired Gatlin Education Services.

Cengage Learning – Chapter 11 Filing



Information About Our Restructuring

To meet our customers' evolving needs and position our company for growth and profitability, Cengage Learning has been taking steps to enhance our customer relationships and introduce innovative digital and print products and services. To support our long-term business strategy, we also have been working to reduce corporate debt and strengthen our financial foundation. The restructuring will give Cengage Learning greater capacity to move forward as a successful digital education leader and world-class information provider.

Throughout this process, we have been conducting normal business operations, with no expected disruptions to our relationships with our customers, authors, employees, content providers or vendors. As we stated when we initiated our financial restructuring on July 2, 2013, **our customers and users can be confident that we will continue providing high quality educational content, products and the industry leading services and support that they are accustomed to, without interruption.** We're going to be delivering innovative customer offerings for many years to come.

On February 3, 2014, we announced an agreement with our major financial stakeholders regarding the terms of a Plan of Reorganization. The new amended Plan incorporates a global settlement between and among Cengage Learning, holders of a super-majority of our first lien, second lien and unsecured debt, our existing primary equity holder and the Official Committee of Unsecured Creditors, and thus assures the necessary support from key creditor groups for confirmation of Cengage Learning's Plan of Reorganization in March 2014. A supplemental Disclosure Statement and the amended Plan will be filed for Bankruptcy Court approval in the near-term. After the Plan is approved by the Court, Cengage Learning will complete its restructuring and emerge from Chapter 11.

Cengage Learning – Chapter 11 Filing

Cengage and ed2go → Healthy Operations

Students not impacted

Partners have been paid

Debt used for Acquisition of Cengage from Thomson Learning

Exiting with an 80% reduction in debt

Cengage Learning – Reorganization

ed2go in the Cengage Spotlight

ed2go moved to the Products Group in Cengage

Office is 2 hops from the CEO (Michael Hanson)

ed2go playing an important role at Cengage

Significant investment in ed2go

Cengage Learning – Reorganization

Centralization of ed2go Offices

All operations in Temecula, CA

- Bittersweet Moment
- Efficiencies and Productivity

Talent Acquisition/Training since Dec

- 12 New Counselors (60+ years in the field) and 6 more on the way
- Extensive experience in Adult Learning (WASC Environment)

ed2go – Our Mission

“Education is the bridge to everyone’s unique hopes, goals and dreams. At ed2go, we believe education is the great equalizer, giving people across the globe a chance to learn more and easily. We believe technology gives us a unique opportunity to minimize the barriers to education, expanding and improving the way education is delivered to anyone so motivated.”

- Education is a bridge to all hopes and dreams
- Education democratizes opportunities
- Technology breaks down barriers

Importance of Online Education in CE

Student Obligations – More than a Degree

Modern life (job and family) make online options more attractive

Traditional outlets sometimes can't meet demand

Lifelong Learning – it needs to be a part of everyone's career plans

Every 'Simple Job' in Jeopardy of Replacement

Importance of Online Education in CE

ed2go – Augments a Traditional Program

Students
need to
consider
some
things

- Learn Independently
- Be organized with personal time
- Digital literacy is needed
- Reading comprehension is critical
- Devote the time (2 to 10 hours per week)

Importance of Online Education in CE

ed2go – Augments a Traditional Program

Keys ed2go student success include

- Engagement in the material/environment
- Motivation to learn or grow
- Have access to instructors and fellow students
- See small wins throughout experience

Importance of Online Education in CE

ed2go – Business and Industry Training

Local businesses benefit from online education

- Everyone needs skills building
- Provides a clearer career path
- Employers encouraging online education
 - Advancement
 - Mitigates loss of productivity
 - Tuition Reimbursement Programs

What Students are Saying

Why did you take this particular online course?

26.63% - I wanted to develop new skills.
22.49% - I wanted to improve my existing skills.
15.58% - I wanted to advance in my career.
04.23% - I wanted to start a business.
02.05% - I was required to take the course by my employer.
03.27% - The course was recommended to me.
00.40% - The instructor was recommended to me.
14.64% - The subject matter looked interesting.
10.72% - I thought it would be fun.

- Students interested in professional growth
- Students want Career Pathways

What Students are Saying

Why did you choose to take this online course instead of an on-campus course?

29.65% - This course was more convenient for me.

26.19% - This course fit better into my schedule.

08.33% - I cannot attend courses on campus.

02.19% - The instructor of this course is more to my liking.

04.24% - I learn more in an online course than in a classroom.

05.11% - I learn more quickly in an online course than in a classroom.

04.60% - There is no course comparable to this one available on campus.

04.20% - I prefer the anonymity of an online course.

15.50% - This course was more affordable for me.

- Students are busy
- Students can't make it to campus

What Students are Saying

Did this course inspire you to learn more about our on-campus learning opportunities?

32.03% - Yes, I would consider enrolling in a more advanced follow-up course on campus.
24.43% - Yes, I would consider enrolling in a more extensive on-campus certificate program in this subject area.
16.20% - Yes, I would consider coming to campus to earn a college degree in this subject area.
19.17% - No, I would prefer to continue learning in the online environment.
04.75% - No, I feel satisfied that I learned everything I need for now.
03.42% - No, this course did not inspire me to further my education in any way.

- Students interested in professional growth
- Students want Career Pathways

What Students are Saying

Do you ever plan to take another online course from us?

95.97% - Yes

04.03% - No

- Students have you in mind for the next course
- 40%+ take another ed2go class

What's New at ed2go

[HOME](#)[CATALOG](#)[DEMO](#)[LOGIN](#)

Learn More.

And Take Charge of
Your New Future
Today!

[View Our Catalog](#)

What's New at ed2go

CompTIA® Network+ Certification Prep
Scott Jernigan

Lessons

Resources

Quizzes

Assignments

Discussion

Completion

Welcome to your course!



Scott Jernigan

Welcome to my course! To get started with Lesson 1, please number **1** or the lesson title on this syllabus page. On the next **Chapter 1**, and then simply use the navigation buttons to move lesson. I hope you enjoy learning about CompTIA Network+ Certification. We're going to have fun and learn a lot in this course!

Lesson	Title
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	Course Pretest (Optional)
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1	Network Fundamentals
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2	Network Media
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Lesson 1

Network Fundamentals

Introduction



Introduction




Download video transcript




- Updated Classroom
- More multimedia in courses

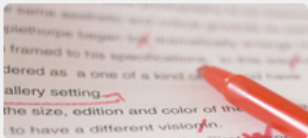
What's New at ed2go




Accounting and Finance
(31 courses)




Computer Applications
(74 courses)




Language and Arts
(82 courses)




Teaching and Education
(68 courses)



Design and Composition
(50 courses)




Law and Legal
(8 courses)




Technology
(96 courses)

New Courses




Romance Writing




Introduction to
Microsoft Project 2013

Popular Courses




Health Care and Medical
(38 courses)

Featured Courses




Teaching High School
Students



Photoshop Elements
12 for the Digital
Photographer

- Updated Design Language
- New Courses
- Updated Courses
- Emphasis on Student Experience and Outcomes
- Search Engine Marketing


What's New at ed2go – Career Programs

 **Los Angeles City College**
Community Services
educate. enlighten. enrich.

Your Schedule • Your Budget • Your Future...Today!


Los Angeles City College, in partnership with **ed2go**, offers online open enrollment programs designed to provide the skills necessary to acquire professional level positions for many in-demand occupations.

Our programs are designed by a team of professionals from each respective field, providing you with effective web-based learning programs. Instructors/mentors are actively involved in your online learning experience, responding to any questions or concerns, as well as encouraging and motivating you to succeed.

[Contact An Admissions Counselor](#) 

Contact Us Today!
877.221.5151

Our Program Catalog



Healthcare and Fitness

Certificate programs in Medical Coding, Transcription, Pharmacy, and other popular fields.

24 Programs

Financial Assistance

[Click here for more information on financial assistance.](#)

Please note: Once the program curriculum is accessed online or through submission of a material shipment confirmation, refunds cannot be issued.

What's New at ed2go – Career Programs

FY 2014 New Launches

- High School Diploma with Retail Customer Service Skills Training
- Retail Customer Service Skills Training
- High School Diploma with Food and Customer Service Skills Training
- Food and Customer Service Skills Training
- CompTIA® Healthcare IT Technician
- Android Application Developer
- Start Your Own Business
- Professional Bookkeeping with QuickBooks 2013
- Professional Bookkeeping with QuickBooks 2013, Software Included
- Systems Security Certified Practitioner (SSCP) Training
- Web Design Professional
- Preston Bailey's Signature Wedding & Event Design
- Preston Bailey's Fundamentals of Floral Design
- Preston Bailey's Intermediate Floral Design

What's New at ed2go – Career Programs

FY 2014 Revised Programs

- Administrative Dental Assistant
- Cisco® CCNA® Certification Training
- Event Management and Design
- ICD-10 Medical Coding
- Project Management
- Certified Wedding Planner
- Medical Billing and Coding
- Medical Billing and Coding + Medical Terminology
- Administrative Medical Specialist with Medical Billing and Coding
- Administrative Medical Specialist with Medical Billing and Coding + Medical Terminology

What's New at ed2go – Career Programs

FY 2014 Launches – Upcoming (New)

- inAccord® Certified Mediator and Conflict Resolution Specialist
- ICD-10 CM (Stand-alone)
- Certified Electronic Health Records
- Mastering Project Management
- Graphic Design with Photoshop CS6
- Microsoft Office 2013 MOS program suite

FY 2014 Launches – Upcoming (Revised)

- Webmaster
- Paralegal
- Payroll Practice and Management
- Human Resources Professional
- Freight Broker/ Agent Training
- Pharmacy Technician
- Six Sigma Black Belt
- Six Sigma Green Belt

On the Horizon...

- Unified Administration Center
- Additional and Refined Admin Center Tools
- Updated Partner Support – new efficiencies and toolkits

For the
Partner



- Start to Finish Overhaul of the Support Model
- Upgrading the Student Experience in the Courses
- Adding a Focus on Career Pathways

For the
Student



Getting to Know Us

ed2go Executive Team

Jerry Weissberg – Vice President & General Manager

Ron Stefanski – Chief Business Development Officer

Sheryl Neal – Director of Enterprise Solutions

Paul Mouton – Senior Director of Product Development

Christopher Conn – Business Manager

Chris Vincenzi – Director Technology & Support

Nancy Tobi – Director of Online Curriculum and Instructional Design

Brian Bales – Director of Marketing



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Thank You

