



# GLOBAL CAMPUS

New Mexico's oldest public institution with a  
**130-year legacy** of serving students.



# DIGITAL ECOSYSTEM



DIGITAL LEARNING

# The Future of Higher Education

Higher education has the compelling potential to **increase social mobility, decrease racial achievement gaps** among students, and **remove geographic divides**, starting with adults within our region of the United States and expanding nationally and internationally. Collaborating with workforce organizations will bring forth adaptive capabilities that will allow institutions to increase student access and enrollment, pedagogic improvements, and growth in personalized learning for a **new learner market** whose main **motivational driver is employability**.

- To compete in this market, we need to be **agile, responsive, and dynamic** in our development of course and programmatic pathways that integrate workforce skills and competencies.



# Market Demands

- Significant demand for people wanting to learn online. By 2025, markets forecast that the online education market will be **\$350 Billion**, and that was before the pandemic.
- Learners are **seeking skills** so they can compete in a global market.
- The next decade will see an **additional 350 million post secondary** graduates and nearly **800 million more K12 graduates** than today.
- **Asia, Africa, and Latin America** will drive the biggest changes in education attainment over the next decade.
- Identifying **skills, abilities, and knowledge shapes** how we can then **design asynchronous programs** that are personalized and align with workforce demands.
- By 2030 **smartphone only internet connections** will shape how learning content is delivered and learning interactions occurs.
- **80+ million students** are studying 9+ thousand courses at 800+ universities on **MOOC platforms**.
- The **increased level of support** is necessary to assist learners stay focused and overcome hurdles along their journey.

Source: HolonIQ



**BE BOLD. Shape the Future.**



# Moving the Needle

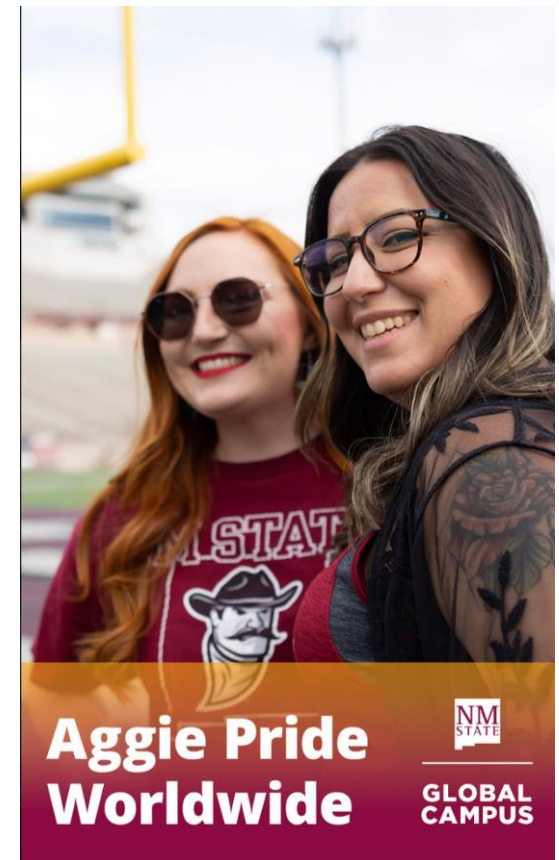
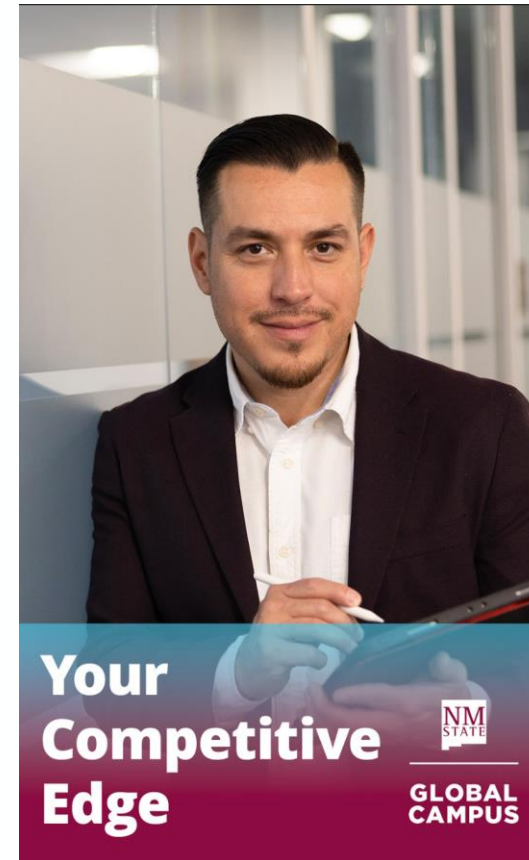
- Direction, Focus, and Accountability
- Integration with entire system
- Current SLA – anything after 10:00pm, immediate text or email and follow phone call before noon.



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# Ad Samples | Brand

NMSU Global Campus Brand: Paid Search and Paid Social



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# Commercial



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## Grow Your Professional Skills at Your Own Pace



### Certificates & Micro-Credentials

100% online courses, designed to build new skill sets, refresh your resume, and upgrade your career.



### Workforce Development

Custom-built training and development to provide new skills and professional growth for you and your team.

At New Mexico State University Global Campus, we aim to provide a continuing education platform with relevant courses and training experiences in a flexible online format. Our On Demand and Workforce Development courses are built with expertise from our top-tier instructional designers and faculty, who are leaders in their industries and provide unique online learning experiences.

## Certificate and Micro-Credential Courses

[QUESTIONS? ASK PETE](#)





# ON-DEMAND

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NMSU On-Demand is New Mexico State University's platform designed to provide relevant and flexible learning experiences that support market needs in the form of online courses using a **1 credit:1 competency learning model**. Our courses help learners develop new skills in specialized areas to support businesses that are looking to:

- Reskill, upskill, or develop new skills within their workforce.
- Recruit and retain highly skilled talent
- Reach strategic business goals
- Support growth



# Micro-Learning Experiences



**Micro-learning** is a short-term learning experience that provides essential information about a topic in engaging and practical ways.

- Micro-learning participants will **build skills in a specialized area** throughout the duration of the course and demonstrate they have mastered these skills through engaging activities and projects.
- As participants complete the course through NMSU On-Demand, they will earn micro-credentials that will be recognized through a digital badge.
- Customized length depending on necessary **engagement hours or competency attainment**.



# ON-DEMAND



Creating a Supportive and Effective Learning Environment Through Zoom

New Mexico State University



Producing Media for eLearning

New Mexico State University



## Badges

Electronic badges that allow sharing digital credentials in an industry-recognized format



## Certificates

Certificates for module, course, and program completion



## Long-life Skills

Long-life skills to apply in professional environments, to earn a promotion, or to enter a new field



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# Storefront

**NMSU GLOBAL CAMPUS** Login

**OnDemand by NMSU Global Campus**  
Upskill. Reskill. Gain new skills. 100% online.

- FREE**  
NMSU-A Online Canvas Faculty Orientation Course  
This course is designed to give faculty an overview of the tools available in Canvas. You will about learn the basic Canvas functionality you can use when you develop and deliver your online courses.  
Self-paced **FREE**
- Pre-License Pesticide Applicator  
This pre-license pesticide training course will provide training and background needed for the state licensing exam to those individuals who want to obtain their Pesticide Applicators License from NMDA.  
Self-paced **\$30**
- SP 23 - Conquering the Culture Code: The Impact of Culture on Learning  
Have you ever wondered how culture impacts learning? This course will examine equity, inclusion, culture, and diversity as they relate to recognizing bias, curriculum, instruction; real-world issues; expectations; respect for...  
Self-paced **\$400**
- SP 23 - Content Writing for Search Engine Optimization: SEO Writer Certification  
Writing for search engines and target customers/clients is a valuable skill for those seeking careers in digital marketing. In this course, learn what it means to write for search engine optimization, how to find...  
Self-paced **\$500**

- Alignment with degree programs.
- Tagged content, assessments, skills, competencies.
- High quality industry-driven and portable.

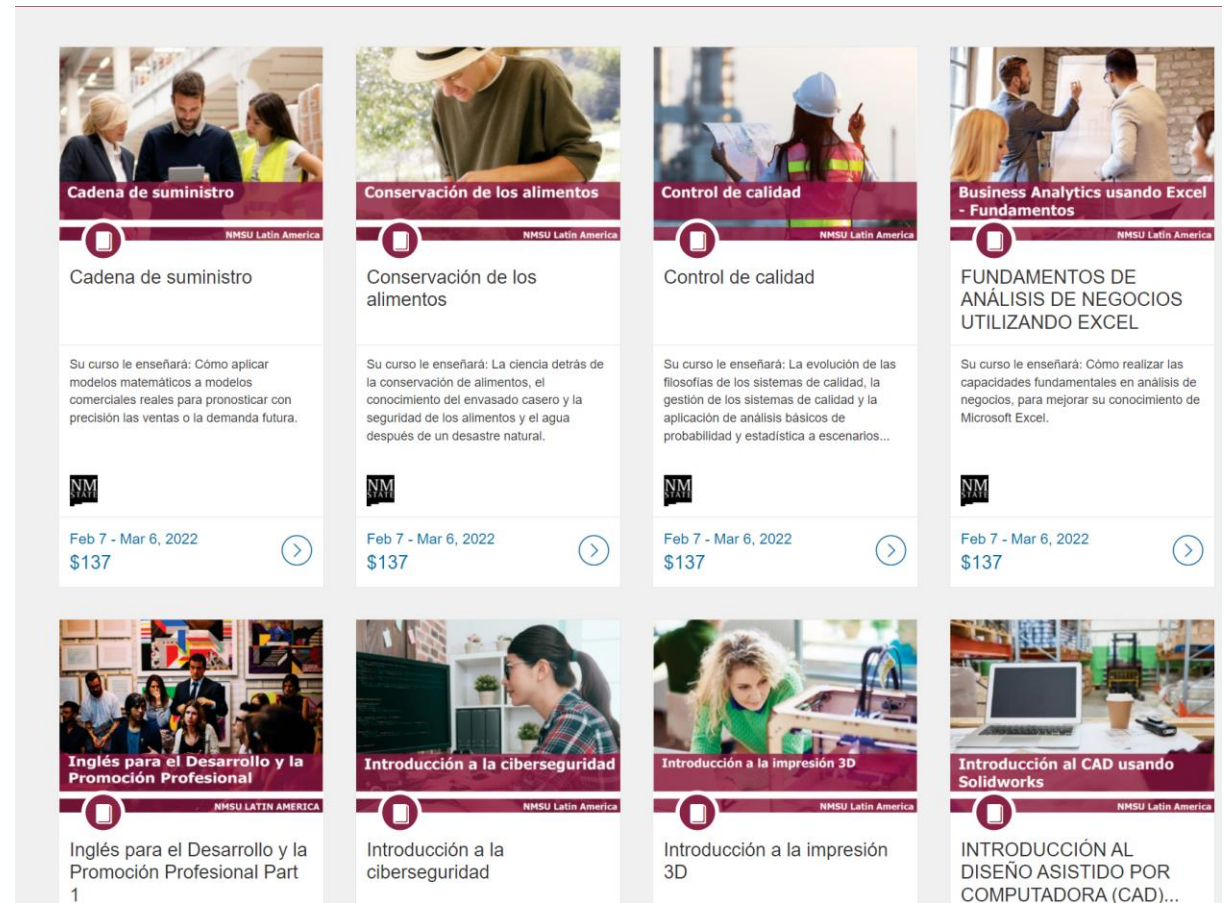


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# Customized Site

# Cognizant<sup>®</sup>

Powered by  | **GLOBAL**



Course Title	Description	Dates	Price
Cadena de suministro	Su curso le enseñará: Cómo aplicar modelos matemáticos a modelos comerciales reales para pronosticar con precisión las ventas o la demanda futura.	Feb 7 - Mar 6, 2022	\$137
Conservación de los alimentos	Su curso le enseñará: La ciencia detrás de la conservación de alimentos, el conocimiento del envasado casero y la seguridad de los alimentos y el agua después de un desastre natural.	Feb 7 - Mar 6, 2022	\$137
Control de calidad	Su curso le enseñará: La evolución de las filosofías de los sistemas de calidad, la gestión de los sistemas de calidad y la aplicación de análisis básicos de probabilidad y estadística a escenarios...	Feb 7 - Mar 6, 2022	\$137
Business Analytics usando Excel - Fundamentos	Su curso le enseñará: Cómo realizar las capacidades fundamentales en análisis de negocios, para mejorar su conocimiento de Microsoft Excel.	Feb 7 - Mar 6, 2022	\$137
Inglés para el Desarrollo y la Promoción Profesional			
Introducción a la ciberseguridad			
Introducción a la impresión 3D			
Introducción al CAD usando Solidworks			



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# ON-DEMAND



All About Discovery!<sup>™</sup>  
**College of Agricultural, Consumer  
and Environmental Sciences**  
Cooperative Extension Service  
Extension 4-H Youth Development



# NMDA

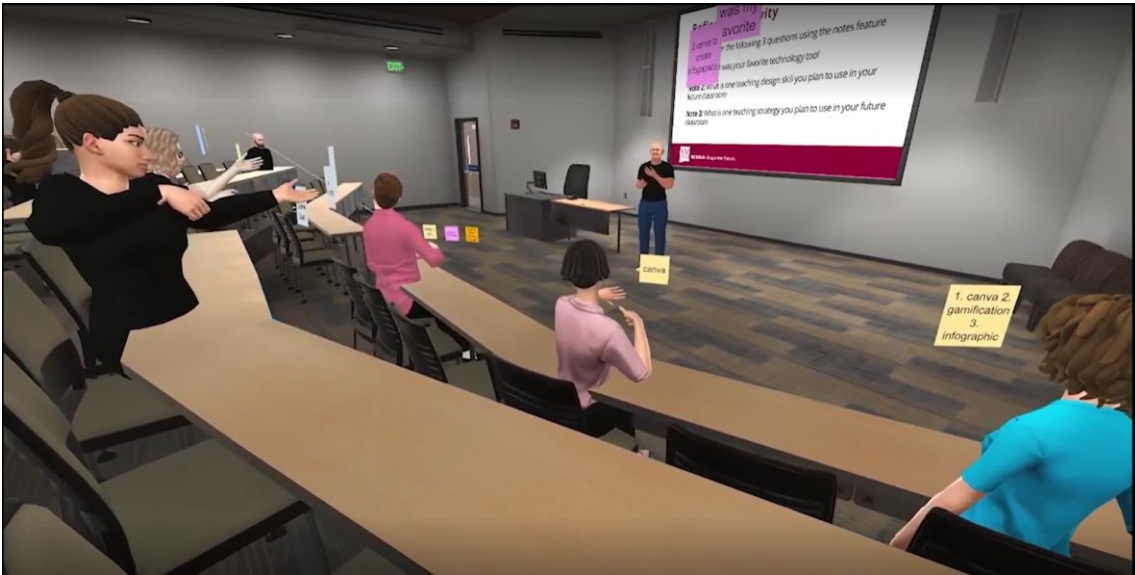


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# Academic Technology

## NMSU Metaversity



- The List of Universities and Colleges participating in new metaversities:
- Morehouse College
- University of Kansas School of Nursing
- **New Mexico State University**
- South Dakota State University
- West Virginia University
- University of Maryland Global Campus
- Southwestern Oregon Community College