INTRODUCTION

The intent of action is the achievement of something decisive. Within any business, decisiveness is hopefully linked to the successful generation of revenue due to the right product being introduced to the right market at the right time. The challenge is to ensure that once a product is released to the market, that the most revenue possible can be earned. In the case of higher education, one potential product is distance education offerings that provide learning opportunities to students who cannot participate in traditional education. The development of distance educational materials for online use, however, can be costly, and subsequent revenue streams may generate little or no revenue, which occurs with many distance education programs. This can be resolved, however, by the strategic re-purposing of online course materials that may have been developed for distance education.

This article will identify the benefits of maximizing the return on investment for distance education offerings through the appropriate and timely re-purposing of the online content for different markets. The full model, entitled “Transformative Income Generation” and presented by the author within Distance Learning and University Effectiveness: Changing Educational Paradigms for Online Learning (2004), is based upon content re-purposing with an understanding of the various potential markets.

THE MODEL: TRANSFORMATIVE INCOME GENERATION

Maximizing the return on investment for distance education offerings is possible by evaluating the content in hand, how it is being used in its current form, and if it can be utilized in other ways so that the cost to create online content can be spread over a variety of markets. Designing, creating, and releasing content for one purpose to one market is cost ineffec-

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