

Criteria in Selecting Strategic Path (con't)

Example:

Alt. #1: Group wishes to offer standardized, web-based courses.

Alt. #2: Group wishes to offer courses tailored to local audience in brick & mortar setting based on unique talents of faculty.

Seen from a "Competitive Advantage" perspective:

Alt #1: Huge worldwide demand, but brings approach into direct competition with every other web-based offering of standardized programs. What would draw students to your offering and can your offering be made to be special in a way to draw students? If the answer to both questions is no then worth of Alt #1 is diminished.

Alt #2: Local demand is less. However, ISU is somewhat protected by geography, a reputation for quality, and a perception of value (cost / quality). So ... potentially a larger slice of a smaller "demand pie." Factor in unique talents of faculty to respond to local needs, and Alt #2 appears to offer advantage and sustainability, whereas Alt #1 does not.