



PRESENTATION HANDOUT



# Academic Affairs and Enrollment Management: The Bridge to a Quality Student Experience

---

Join the conversation...

[PollEv.com/cherronhoppes677](https://PollEv.com/cherronhoppes677)



Cherron Hoppes, Ed.D.,  
Chief Academic Officer, RNL



Keona Tarpley,  
Director of Product Mgmt, Adtalem



Reena Lichtenfeld, Ed.D.,  
Assistant Vice President, RNL

# Today's Session

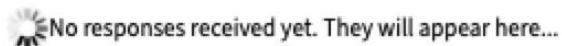
1. Why bridge Academic Affairs and Enrollment Management?
2. Education's Connection to Workforce Development
3. Aligning the Academic Experience to Student Return on Investment (ROI)



Why bridge  
Academic Affairs  
and Enrollment  
Management?

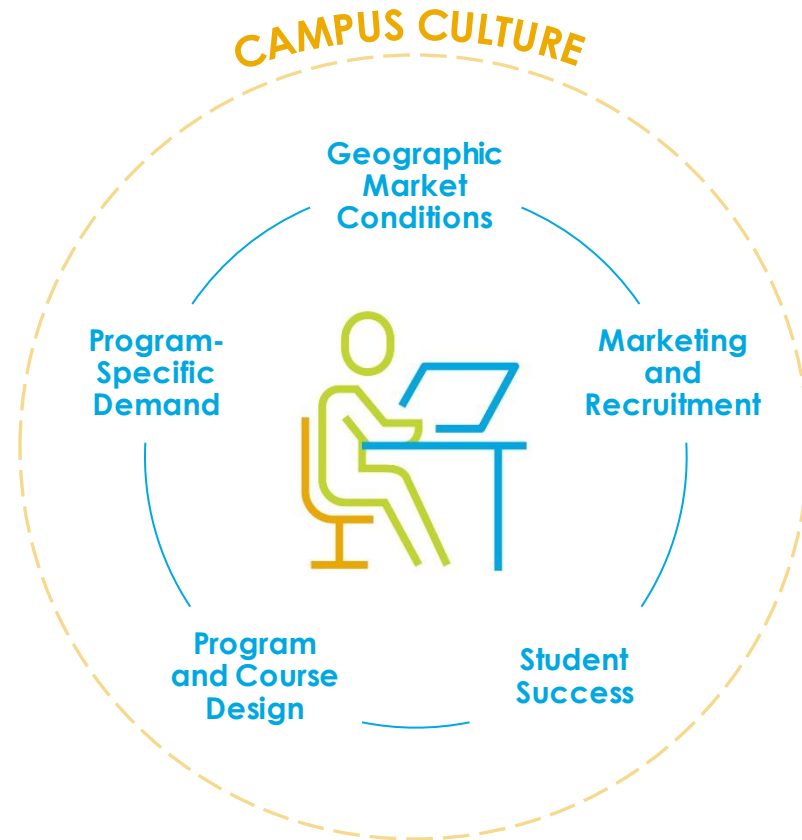
🌐 When poll is active, respond at [Pollev.com/cherronhoppes677](https://Pollev.com/cherronhoppes677)

## **In what ways do Academic Affairs and Enrollment Management work together on your campus?**

No responses received yet. They will appear here...

Powered by  **Poll Everywhere**

# Factors Influencing Enrollment





# Academic Planning Process

**MARKET RESEARCH**  
Invest to understand interest  
and opportunity to justify  
program investments.



**PROGRAM DESIGN**  
Structural decisions –modality,  
term/session length, financial aid  
– can make or break a program..



**ENROLLMENT PLANNING &  
PERFORMANCE**  
Set realistic goals for profitability.  
Measure and assess performance  
on a regular basis to inform  
investment



**PROGRAM DEVELOPMENT**  
Ensure outcomes are aligned to high  
demand skills and employer input while  
the learning experience is maximized for  
student success.

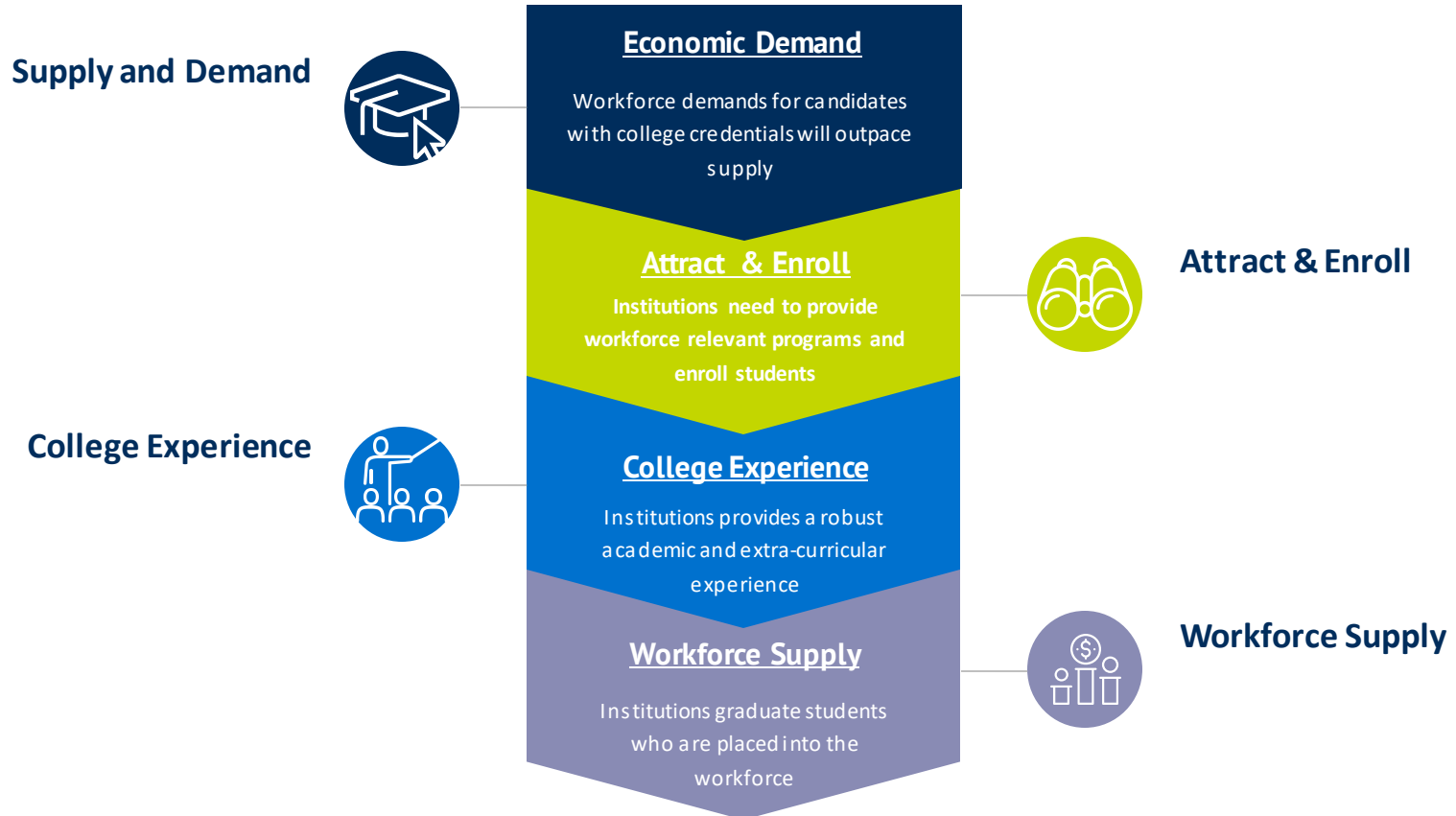




# Education's Connection to Workforce Development

**Insert Poll Everywhere question  
(TBD) integration here...**

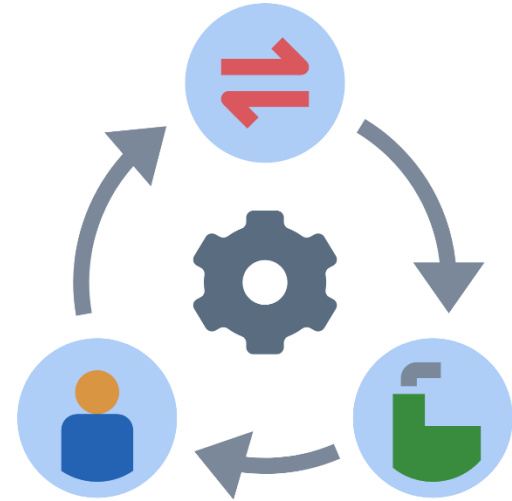
# Supply Chain: The Role of Education in the Workforce



# Supply Chain: The Role of Education in the Workforce

## *Supply and Demand*

- Enrollment strategies are largely based on workforce demands and how the institution's curricular options map to those needs.
- Articulating the value-add of the product (program) offering is key.
- Attracting qualified candidates is a blend of crafting that messaging with marketing best practices and recruitment strategies.



# Supply Chain: The Role of Education in the Workforce

## *Shifting Academic Language to Skills Language*



[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

- Faculty should be empowered, through research, to understand the connection between classroom learning and employability
- Marketing and Enrollment should leverage that connection to present the ROI for enrolling and completing at your college or university



# Aligning the Academic Experience to Student ROI



A group of students is sitting on bleachers in a classroom or lecture hall. They are holding laptops and tablets, suggesting a modern educational environment. The image is overlaid with a semi-transparent dark blue filter.

# Insert/Integrate Poll Everywhere:

*What motivates your college  
or university to create new  
programs?*

# What defines a successful program?

## *Ways an institution might measure programmatic success.*

- Alignment to institutional mission and values
- Increase in rankings and prestige
- Growth in grants and other funding
- Improved net tuition revenue with increased enrollment
- Outreach to new student audiences
- Expansion of corporate/workforce partnerships

# New program development comes at a cost

## *The focus should be Net Tuition Revenue and Lifetime Value*

- It is estimated that new program launches will cost approximately \$350K to \$500K per year
  - Faculty
  - Support resources
  - Development costs
  - Marketing
- Most measures of success look to student headcount and/or credit hours enrolled.
  - External measures are only found through conferrals

# Insert Poll Everywhere:

How does your college or university convey the value of your programs?

# What matters most to prospective students?

## Reasons to Enroll

### FOUR-YEAR PRIVATE INSTITUTIONS

FACTOR IN THE DECISION TO ENROLL	2018-19	2020-21	COMPARISON
Cost	80%	81%	+1%
Financial aid	84%	85%	+1%
Academic reputation	78%	77%	-1%
Size of institution	59%	61%	+2%
Opportunity to play sports	37%	41%	+4%
Recommendations from family/friends	46%	48%	+2%
Geographic setting	59%	60%	+1%
Campus appearance	61%	61%	0%
Personalized attention prior to enrollment	64%	66%	+2%

Percent of students who indicate the factor is important or very important

### FOUR-YEAR PUBLIC INSTITUTIONS

#### Enrollment factors

FACTOR IN THE DECISION TO ENROLL	2018-19	2020-21	COMPARISON
Cost	81%	83%	+2%
Financial aid	81%	82%	+1%
Academic reputation	76%	73%	-3%
Size of institution	57%	54%	-3%
Opportunity to play sports	36%	33%	-3%
Recommendations from family/friends	51%	46%	-5%
Geographic setting	65%	57%	-8%
Campus appearance	61%	55%	-6%
Personalized attention prior to enrollment	61%	56%	-5%

Percent of students who indicate the factor is important or very important



# What matters most to prospective students?

## Reasons to Enroll

### ADULT STUDENTS

#### Enrollment factors

FACTOR IN THE DECISION TO ENROLL	2018-19	2020-21	COMPARISON
Cost	79%	80%	+1%
Financial aid/scholarships	78%	78%	0%
Academic reputation	80%	81%	+1%
Size of institution	54%	54%	0%
Future employment opportunities	78%	79%	+1%
Recommendations from family/friends/employer	62%	62%	0%
Campus location (close to home/work)	75%	72%	-3%
Availability of evening/weekend courses	78%	76%	-2%
Personalized attention prior to enrollment	69%	70%	+1%

Percent of students who indicate the factor is important or very important

### ONLINE LEARNERS

#### Enrollment factors

FACTOR IN THE DECISION TO ENROLL	2018-19	2020-21	COMPARISON
Ability to transfer credits	84%	83%	-1%
Cost	84%	85%	+1%
Financial assistance available	82%	82%	0%
Future employment opportunities	80%	80%	0%
Reputation of institution	83%	82%	-1%
Work schedule	91%	90%	-1%
Flexible pacing for completing a program	91%	91%	0%
Convenience	93%	92%	-1%
Distance from campus	63%	64%	+1%
Program requirements	85%	85%	0%
Recommendations from employer	59%	57%	-2%

Percent of students who indicate the factor is important or very important





# Insert Poll Everywhere:

On a scale of 5 to 1, with 5 being the most responsive, how well does your campus design programs that will meet student expectations?

“

We need to spend less time promoting our features. We need to spend more time promoting our outcomes. The transformational impact our college or university can have.

*Ryan Morabito, LinkedIn, June 25, 2022*



# Thank you!

*We appreciate your participation & engagement*

Cherron R. Hoppes, EdD  
Chief Academic Officer, RNL  
Cherron.Hoppes@RuffaloNL.com

Keona Tarply  
Director, Product Management  
A dtalem  
Keona.Tarply@mail.waldenu.edu

Reena Lichtenfeld, EdD  
Assistant Vice President, RNL  
Reena.Lichtenfeld@RuffaloNL.com