

# RNL Regional Workshop

Graduate and Online Enrollment

WELCOME  
to Seattle



# Housekeeping items

## Introductions

- Name
- Title
- Institution

## Agenda Review

## Round Table Lunch Topics

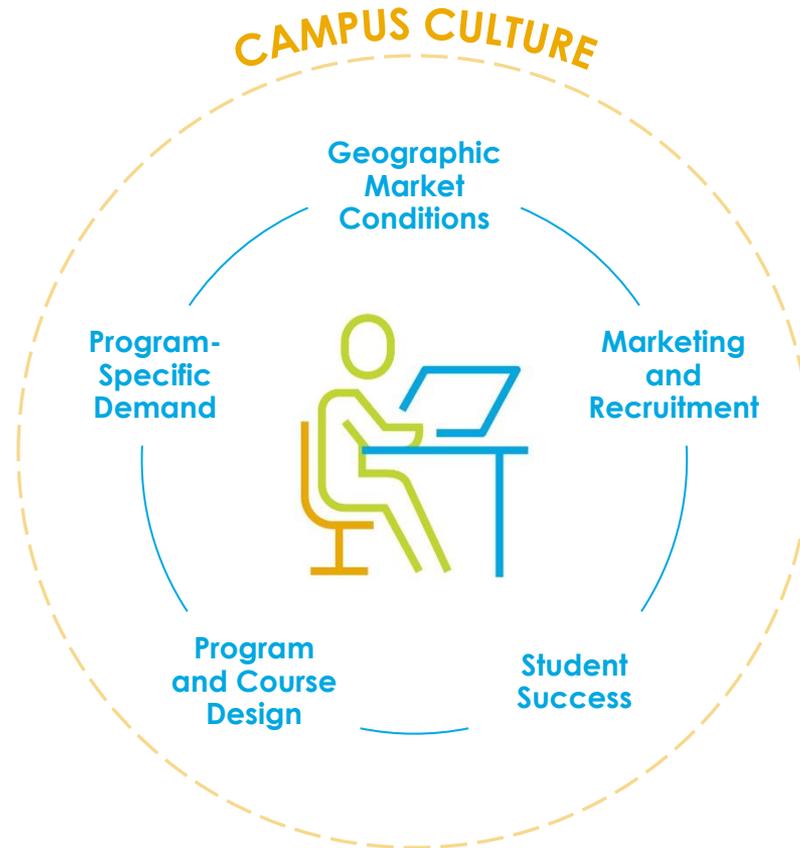
## WiFi Network

Please refer to the sign on your table  
for the credentials

# Goals for today

- 1 Connect with other university leaders
- 2 We want you to leave today armed with additional context and research focused on:
  - Growth factors
  - Regional geographic and program specific data
  - Behaviors and expectations in the non-traditional student market
  - Key characteristics of a high-quality marketing and recruitment plan
  - Patterns of success we have observed in this market
- 3 We want you to leave today energized with at least one actionable idea you take back to campus

# Factors Influencing Enrollment



1

# Regional Data and Market Conditions





**What do you think are  
the top online  
undergraduate  
programs?**

# 25 Largest Online Bachelor's\*

PROGRAM	ALL FORMATS			ONLINE AVAILABLE			OCCUPATIONS	
	TOTAL DEGREES 2020	5-YEAR GROWTH #	5-YEAR GROWTH %	TOTAL ONLINE DEGREES	5-YEAR GROWTH #	5-YEAR GROWTH %	ESTIMATED ANNUAL MASTER'S OPENINGS	PROJECTED % GROWTH (2020 – 2030)
Psychology, General	3,257	(106)	(3%)	1,174	376	47%	2,871	11%
Business Administration and Management, General	2,373	47	2%	1,058	403	62%	36,482	5%
Social Sciences, General	1,131	(229)	(17%)	776	(97)	(11%)	2,847	5%
Computer Science	2,171	1,135	110%	762	449	143%	11,826	8%
Human Development and Family Studies, General	470	(158)	(25%)	461	(138)	(23%)	3,103	9%
Accounting	1,515	(76)	(5%)	405	148	58%	7,598	3%
Marketing/Marketing Management, General	1,406	352	33%	357	328	1131%	2,723	11%
Criminal Justice/Safety Studies	409	(57)	(12%)	321	(48)	(13%)	1,275	1%
Liberal Arts and Sciences/Liberal Studies	956	(473)	(33%)	308	(167)	(35%)	39,815	3%
Operations Management and Supervision	390	38	11%	308	134	77%	13,725	5%
Biology/Biological Sciences, General	2,019	151	8%	256	256	Insf. Data	1,406	4%
Exercise Science and Kinesiology	690	170	33%	244	244	Insf. Data	1,148	2%
Business Administration, Management and Ops.	238	(131)	(36%)	216	(124)	(36%)	30,460	5%
Management Information Systems, General	274	(110)	(29%)	195	96	97%	5,738	6%
Sociology, General	958	(29)	(3%)	187	36	24%	910	3%
Political Science and Government, General	1,272	120	10%	184	121	192%	1,646	4%
Multi-/Interdisciplinary Studies, General	334	18	6%	181	181	Insf. Data	42,713	3%
Criminology	294	175	147%	180	180	Insf. Data	415	2%
Human Services, General	284	(39)	(12%)	177	90	103%	7,514	7%
Hospitality Administration/Management, General	186	(12)	(6%)	166	151	1007%	5,729	4%
Finance, General	1,201	77	7%	165	159	2650%	2,503	5%
Human Resources Management/Personnel Admin.	239	17	8%	161	150	1364%	3,275	5%
Public Health, General	465	20	4%	160	160	Insf. Data	1,655	11%
Environmental/Natural Resources Mgmt./Policy	160	68	74%	160	68	74%	7,386	6%
English Language and Literature, General	841	(196)	(19%)	153	130	565%	3,998	4%

\*Data are drawn from the states of Washington and Oregon

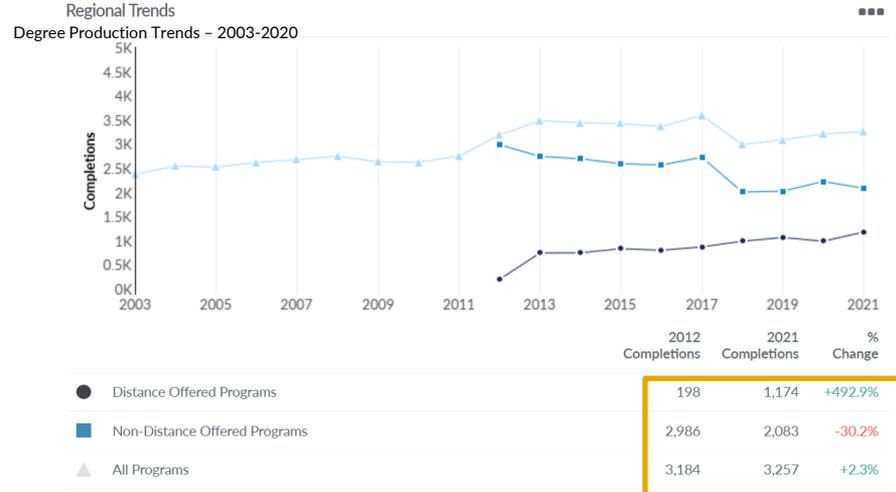
# Psychology is largest online (and overall) degree, but growth is online.



	Completions (2021)	% Completions	Institutions (2021)	% Institutions
All Programs	3,257	100%	33	100%
Distance Offered Programs	1,174	36%	8	24%
Non-Distance Offered Programs	2,083	64%	25	76%

## 10 Largest Online Programs

	Bachelor's Degree > Distance Offered Completions (2021)	Growth % YOY (2021)	Market Share (2021)	IPEDS Tuition & Fees (2020)	Completions Trend (2017-2021)
Washington State University	486	17.1%	41.4%	\$12,170	
Oregon State University	284	6.8%	24.2%	\$11,858	
Central Washington University	201	-4.7%	17.1%	\$8,444	
Western Oregon University	109	Insf. Data	9.3%	\$10,194	
Eastern Oregon University	36	56.5%	3.1%	\$9,501	
Northwest University-College of Adult and Professional Studies	27	-12.9%	2.3%	\$11,970	
Bushnell University	21	31.3%	1.8%	\$32,320	
Corban University	10	-56.5%	0.9%	\$34,188	



## Related Occupations

13,114 Jobs (2022)* 18% above National average*	+11.8% % Change (2022-2027)* Nation: +9.3%*	\$23.94/hr \$49.8K/yr Median Earnings Nation: \$22.45/hr; \$46.7K/yr	1,697 Annual Openings*
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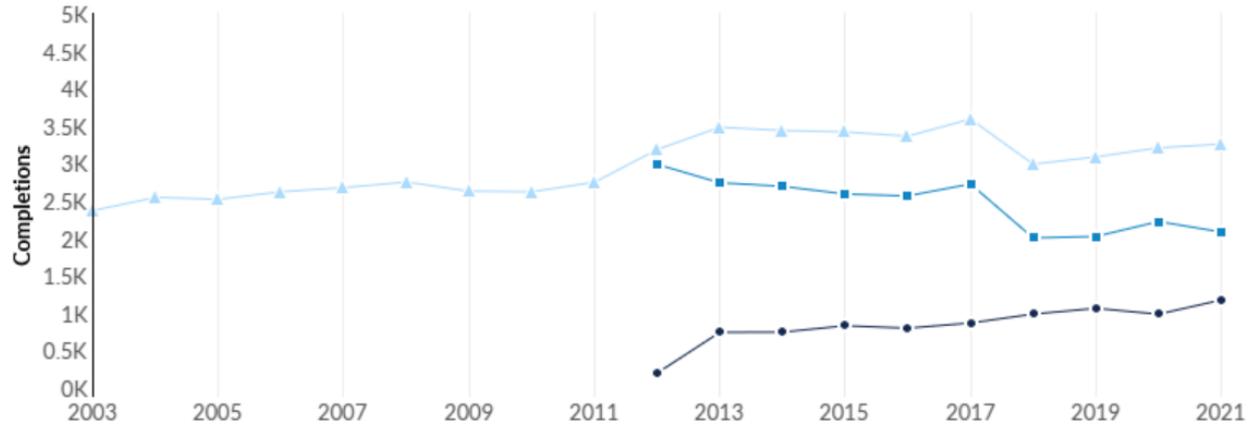
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# Psychology is largest online (and overall) degree, but growth is online.

Regional Trends



	2012 Completions	2021 Completions	% Change
● Distance Offered Programs	198	1,174	+492.9%
■ Non-Distance Offered Programs	2,986	2,083	-30.2%
▲ All Programs	3,184	3,257	+2.3%



# Prospective Online Student Demographics

GENDER

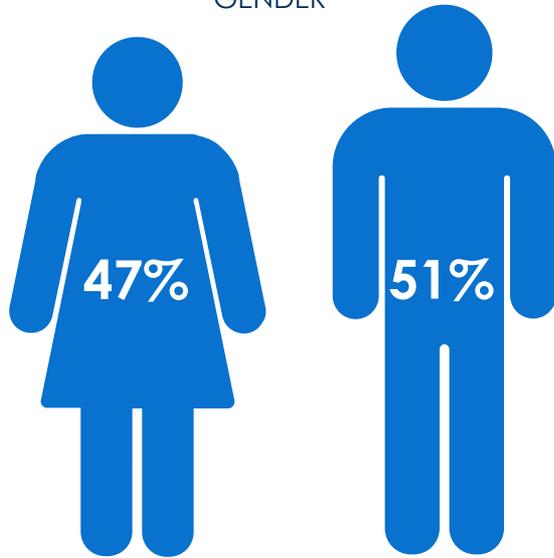
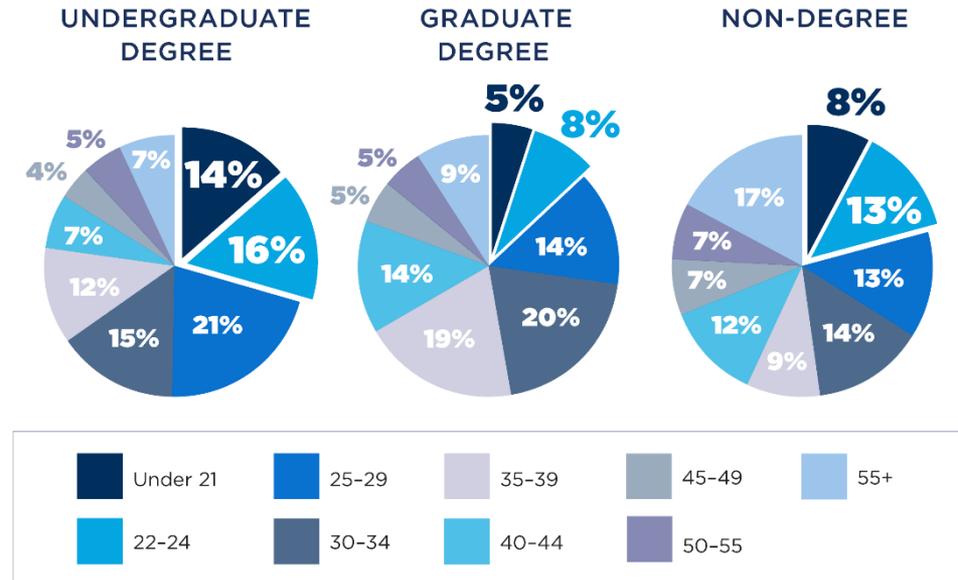


TABLE 28: AGE OF RESPONDENTS





**What do you think are  
the top graduate  
programs?**

# 25 Largest Master's\*

PROGRAM	ALL FORMATS			ONLINE AVAILABLE			OCCUPATIONS	
	TOTAL DEGREES 2020	5-YEAR GROWTH #	5-YEAR GROWTH %	TOTAL ONLINE DEGREES	5-YEAR GROWTH #	5-YEAR GROWTH %	ESTIMATED ANNUAL MASTER'S OPENINGS	PROJECTED % GROWTH (2020 – 2030)
Business Administration and Management, General	1,880	(286)	(13%)	1,010	73	8%	20,728	5%
Education, General	742	35	5%	287	235	452%	4,128	4%
Social Work	672	87	15%	248	27	12%	1,260	8%
Computer Science	412	283	219%	32	31	3100%	6,719	8%
Teacher Education, Multiple Levels	362	11	3%	20	17	567%	2,339	4%
Public Administration	335	(131)	(28%)	1	1	Insf. Data	3,037	7%
Elementary Education and Teaching	323	(136)	(30%)	26	(24)	(48%)	1,201	3%
Secondary Education and Teaching	299	(11)	(4%)	0	0	0%	499	4%
Counselor Education/School Counseling	278	18	7%	0	(31)	(100%)	269	4%
Marriage and Family Therapy/Counseling	266	45	20%	0	0	0%	652	14%
Electrical and Electronics Engineering	248	(26)	(9%)	23	1	5%	438	(3%)
Mechanical Engineering	240	76	46%	130	66	103%	775	(2%)
Physician Assistant	228	42	23%	0	0	0%	91	14%
Information Technology	227	158	229%	27	6	29%	5,775	8%
Educational Leadership and Administration,	227	(699)	(75%)	51	(530)	(91%)	234	4%
Computer and Information Sciences, General	225	52	30%	0	0	0%	6,594	8%
Curriculum and Instruction	221	(2,324)	(91%)	166	(2,265)	(93%)	155	5%
Management Science	216	215	21500%	11	11	Insf. Data	2,555	7%
Public Health, General	207	31	18%	64	32	100%	940	11%
Information Science/Studies	203	110	118%	203	203	Insf. Data	4,267	10%
Civil Engineering, General	202	(1)	(0%)	104	10	11%	562	1%
Organizational Leadership	195	(13)	(6%)	23	(185)	(89%)	4,421	7%
Teacher Education/Prof. Dev., Specific Levels	193	(19)	(9%)	0	(58)	(100%)	7,129	4%
Clinical Nutrition/Nutritionist	189	69	58%	189	134	244%	62	5%
Special Education and Teaching, General	188	(145)	(44%)	72	(168)	(70%)	226	4%

\*Data are drawn from the states of Washington and Oregon.

# MBA is the largest degree producer with online programs continuing to grow

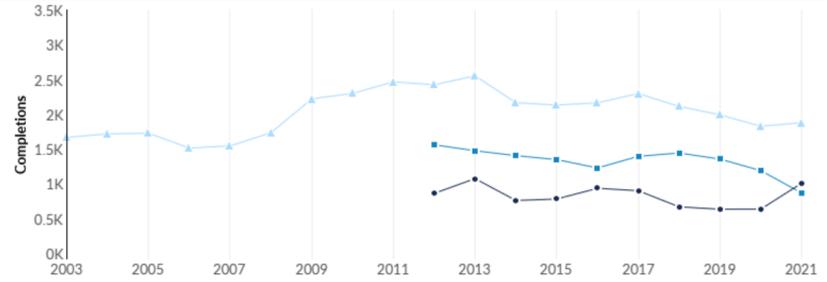


	Completions (2021)	% Completions	Institutions (2021)	% Institutions
All Programs	1,880	100%	23	100%
Distance Offered Programs	1,010	54%	10	43%
Non-Distance Offered Programs	870	46%	13	57%

## 10 Largest Programs

	Master's Degree Completions (2021)	Growth % YOY (2021)	Market Share (2021)	IPEDS Tuition & Fees (2020)	Completions Trend (2017-2021)
University of Washington-Seattle Campus	318	-24.6%	16.9%	\$11,745	
Washington State University	293	16.3%	15.6%	\$12,170	
University of Oregon	170	18.1%	9.0%	\$13,336	
City University of Seattle	138	6.2%	7.3%	\$13,658	
Eastern Washington University	136	183.3%	7.2%	\$7,733	
Seattle University	100	-14.5%	5.3%	\$48,390	
Southern Oregon University	94	36.2%	5.0%	\$10,917	
Oregon State University	91	5.8%	4.8%	\$11,858	
Willamette University	86	-21.1%	4.6%	\$53,834	
George Fox University	51	-27.1%	2.7%	\$38,370	

## Regional Trends



## Related Occupations

116,988 Jobs (2022)* 0% above National average*	+5.8% % Change (2022-2027)* Nation: +5.0%*	\$35.47/hr \$73.8K/yr Median Earnings Nation: \$32.41/hr; \$67.4K/yr	11,619 Annual Openings*
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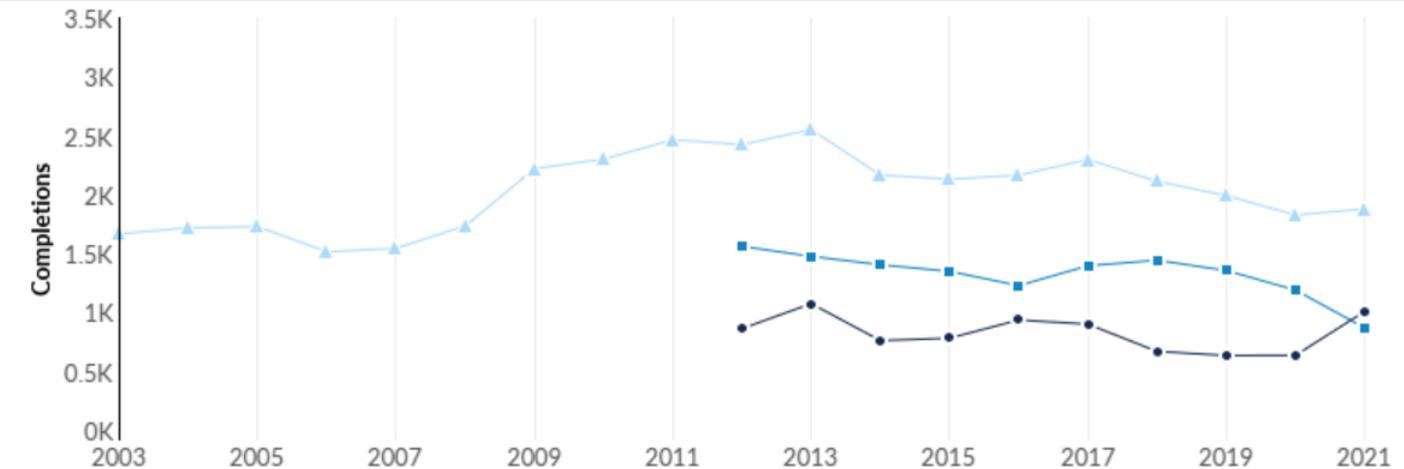
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Regional Trends

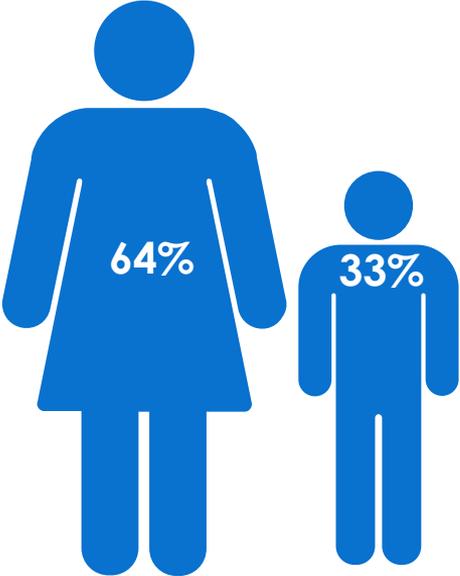


	2012 Completions	2021 Completions	% Change
● Distance Offered Programs	864	1,010	+16.9%
■ Non-Distance Offered Programs	1,562	870	-44.3%
▲ All Programs	2,426	1,880	-22.5%

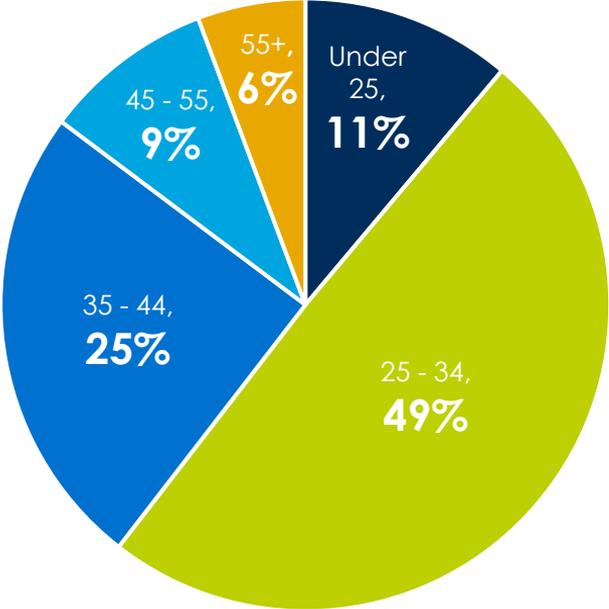


# Prospective Graduate Student Demographics

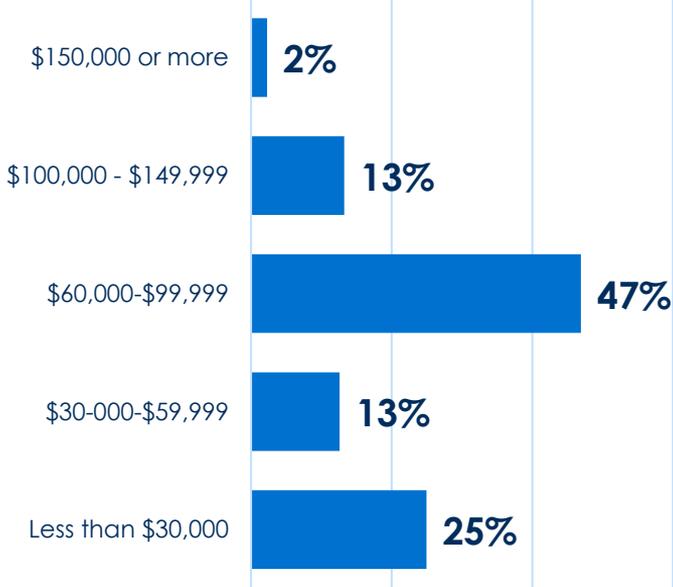
GENDER



AGE



HOUSEHOLD INCOME



# Landscape, Road Map, and Mirror



## LANDSCAPE

Do you know how easy or difficult the terrain will be to travel? Is there a demographic cliff coming? Is there a wave of new interest in an academic area that you were not considering?



## ROAD MAP

Do you know how to navigate the landscape or terrain? Is there a path forward that makes sense to your program, your school, or your university?



## MIRROR

When you look at your institution, what do you know about it? Do you know if your programs are aligned to the path you want to take? Do you need something else at your institution to be able to take advantage of this strategic path?

# Assessing program choices

*A fine balance between market demand and institutional strength*

INTERNAL

Will



Capacity



Expertise



EXTERNAL

Market Demands  
and Trends





## QUESTION TO CONSIDER

**To what extent do you factor in geographic and modality demand when prioritizing your existing program offerings as well as investments for new programs?**

# Key takeaways

- Growth potential exists:
  - Online bachelor's strongest programs are Psychology and Business Administration
  - Master's (overall) strongest programs are Business Administration and Education (with online programs seeing the greatest growth)
- 11 of the 25 largest ONLINE bachelor's programs have seen OVERALL contraction in the last five years – online is where the growth is.
- 11 of the 25 largest master's programs have seen OVERALL contraction, while just 6 programs have seen ONLINE contraction in degree production.
- There is clear and rising demand for online programs at both the undergraduate and graduate levels in this region. The institutions that “win” will be those that respond to their market.



# **RNL Regional Workshop**

Graduate and Online Enrollment



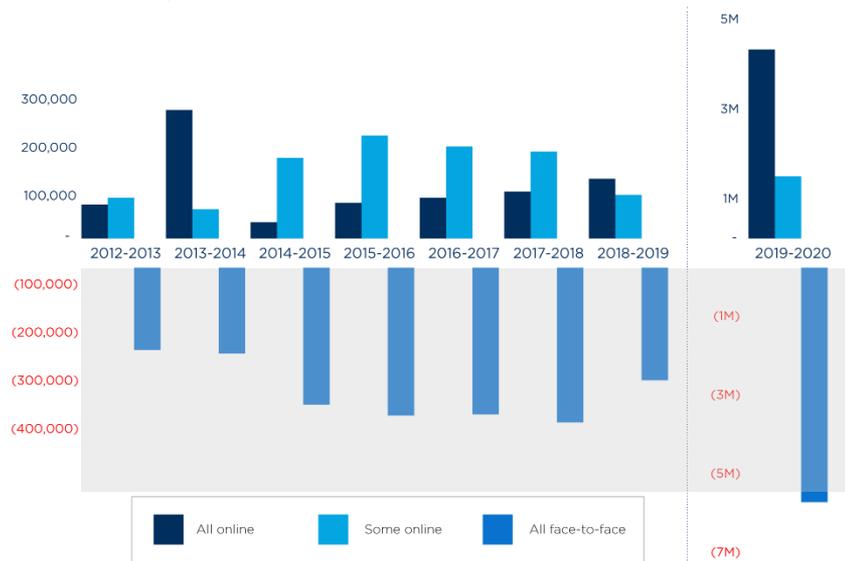
# 2

## Leveraging Research to Drive Enrollment



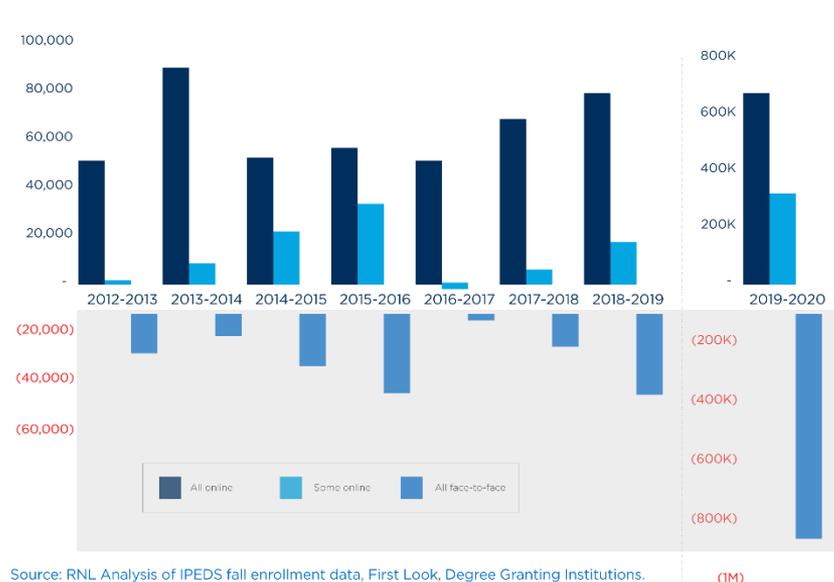
# Online education has become “mission critical” for most institutions seeking to grow

**TABLE 2: UNDERGRADUATE YEAR-OVER-YEAR FALL ENROLLMENT CHANGE BY FORMAT**



Source: RNL Analysis of IPEDS fall enrollment data, First Look, Degree Granting Institutions. Retrieved April 2022.

**TABLE 5: GRADUATE - YEAR-OVER-YEAR FALL ENROLLMENT CHANGE BY FORMAT**

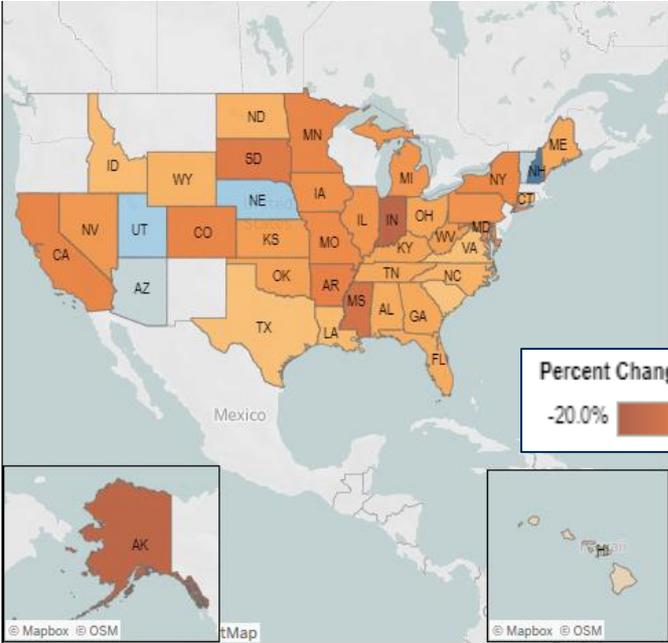


Source: RNL Analysis of IPEDS fall enrollment data, First Look, Degree Granting Institutions. Retrieved April 2022.

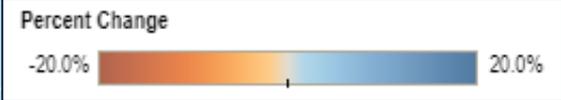
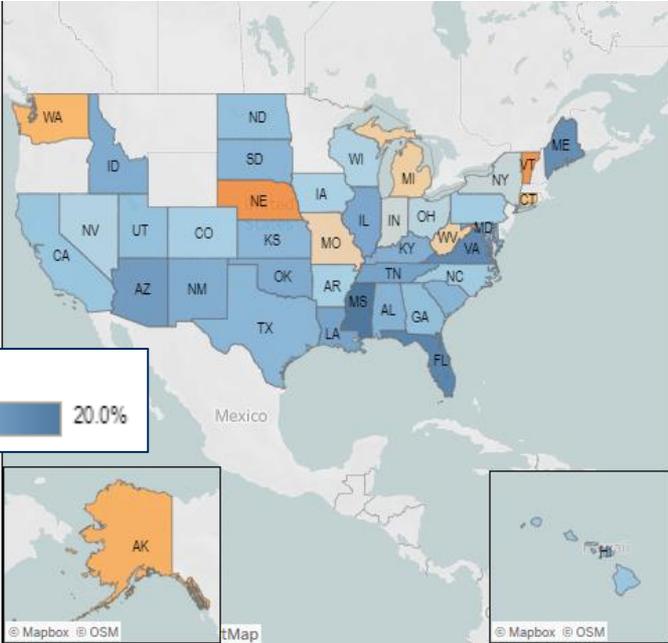
# 2019-2021 enrollment change portrays a challenging situation for UG-centric institutions

## Enrollment Change by State Fall 2019-Fall 2021

### Undergraduate



### Graduate



# Adult students bring with them high expectations for institutions



Need for speed



Rise in consumer mentalities



"Me"centric view of the world



Meaningful connections

**NETFLIX**



**amazon**



**What is your team doing (or want to do) to address increasing student expectations?**

# Adult students demand timely response to inquiries

## What proportion of online students expect response in 3 hours?

Those 45+ years of age are more willing to wait...

TABLE 31: EXPECTED RESPONSE TIMES AFTER FIRST INQUIRY	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
<b>Personalized email</b>			
Immediately	27%	19%	17%
Within 3 hours	21%	20%	20%
Within a day	29%	26%	33%
More than 1 day	23%	36%	30%
<b>Text message</b>			
Immediately	27%	24%	20%
Within 3 hours	25%	27%	35%
Within a day	25%	23%	25%
More than 1 day	23%	27%	21%
<b>Phone call</b>			
Immediately	29%	24%	25%
Within 3 hours	19%	20%	20%
Within a day	26%	26%	28%
More than 1 day	26%	31%	27%

+45: **41%**

+45: **36%**

+45: **48%**

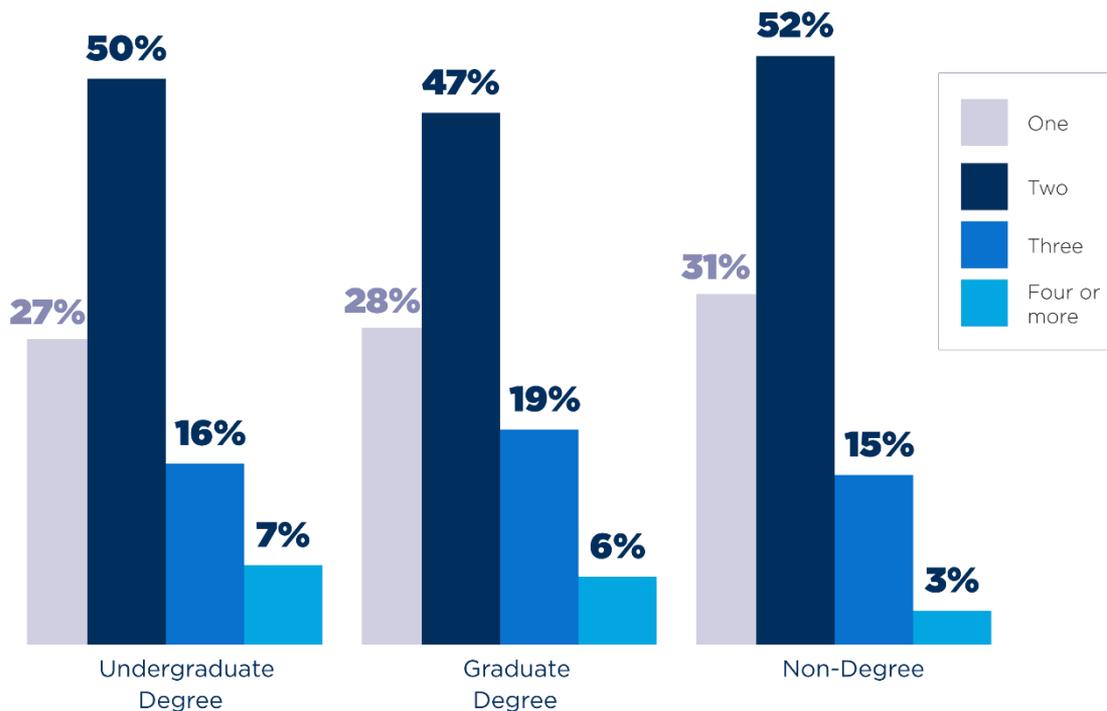
# Adult students expect timely admissions decisions

What proportion of online students expect an admissions decision within a week?

TABLE 38: EXPECTED TIME TO RECEIVE NOTIFICATION OF ADMISSION	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Within 24 hours	11%	15%	8%
1-3 days	34%	29%	32%
4-7 days	30%	27%	31%
7-14 days	18%	19%	20%
14-21 days	5%	7%	6%
Longer than 21 days	2%	3%	3%

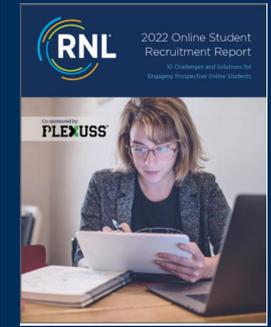
# You are competing with more than inertia

TABLE 30: NUMBER OF ONLINE PROGRAMS CONSIDERED



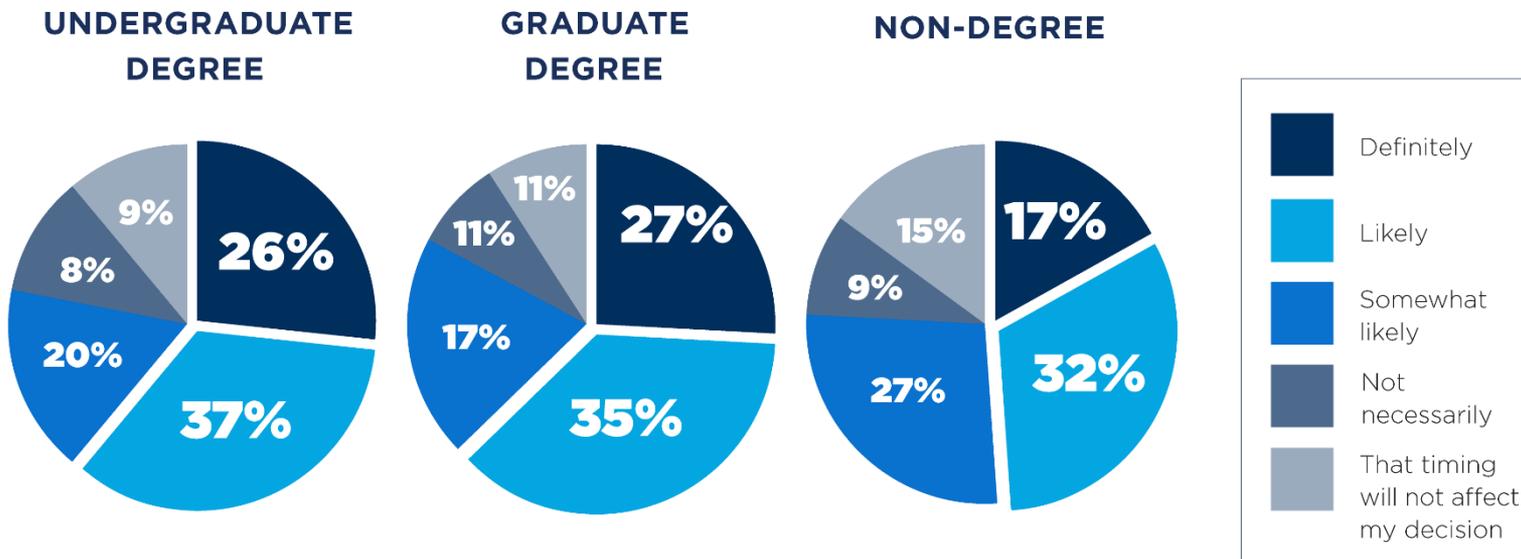
Source: 2022 Online Student Recruitment Report, RNL

Download the report:

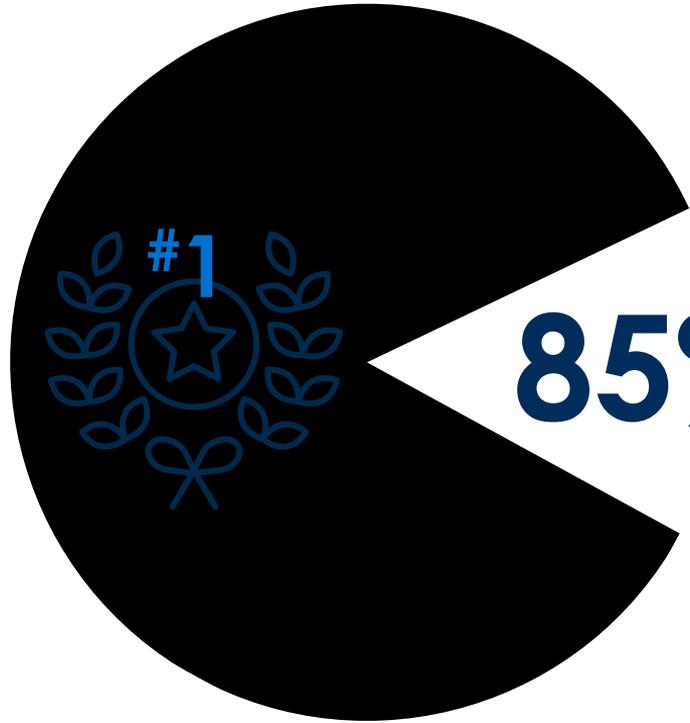


# Adult students reward programs that respond quickly

**TABLE 36: LIKELIHOOD OF ENROLLING IN PROGRAM THAT RESPONDS FIRST TO INQUIRY**



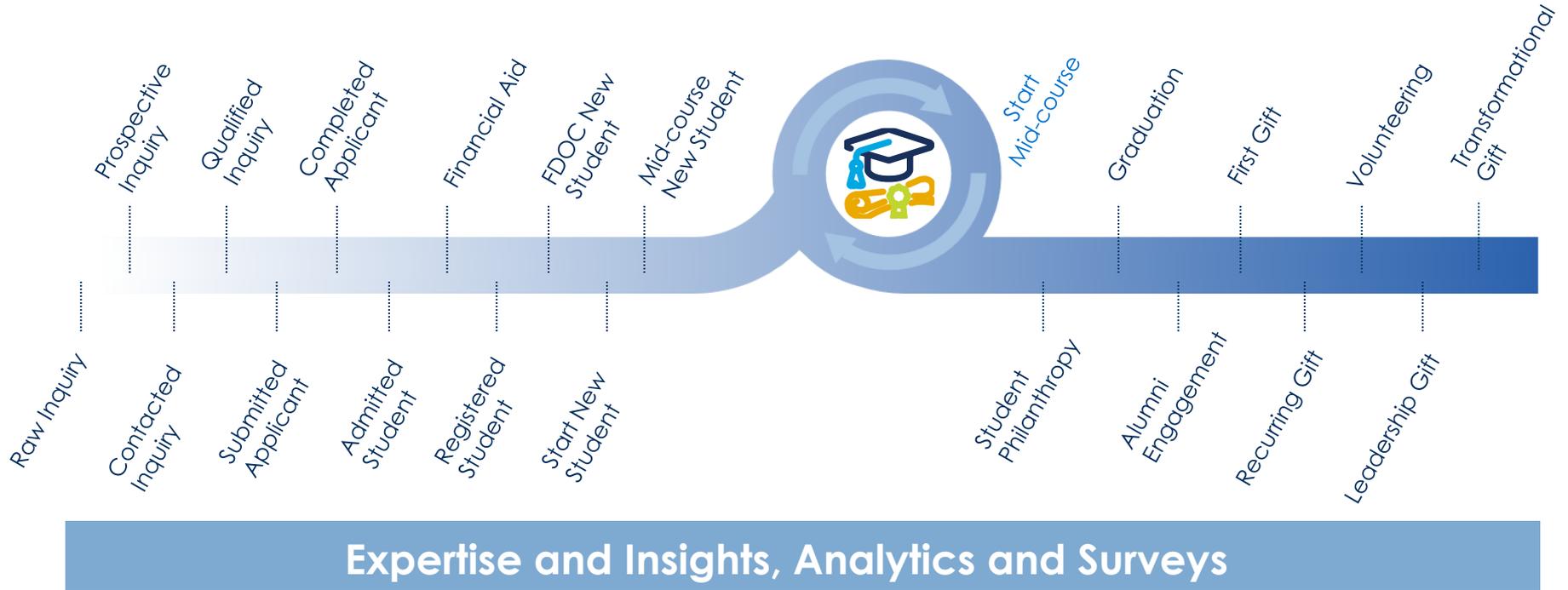
# Speed impacts enrollment



85%

of graduate program applicants are **likely to enroll at the first school that accepts them.**

# We must consider speed at every stage of the student lifecycle





**How has your team adjusted to address expectations related to speed at each stage of the funnel?**

# Programs in all kinds of subjects are in demand now—there are fewer “slam dunks”

What is the SECOND largest graduate degree area in demand online?

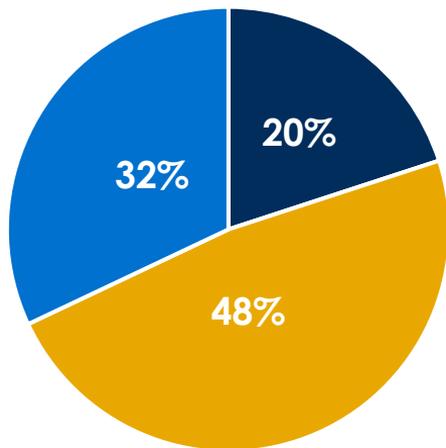
TABLE 9: INTENDED DISCIPLINE OF STUDY	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Business	23%	25%	25%
Education	12%	↓ 10%	9%
Health Professions	↑ 12%	7%	15%
Computer/Information Science	↑ 11%	↑ 16%	14%
Counseling/Psychology	8%	5%	7%
Social Services/Public Admin./Criminal Justice	6%	4%	5%
Arts and Humanities	5%	3%	5%
Social Sciences	5%	3%	4%
Engineering	4%	↑ 10%	6%
Biological/Physical/Earth Sciences	4%	2%	2%
Communications	3%	4%	3%
Other	7%	10%	5%

Source: 2022 Online Student Recruitment Report, RNL



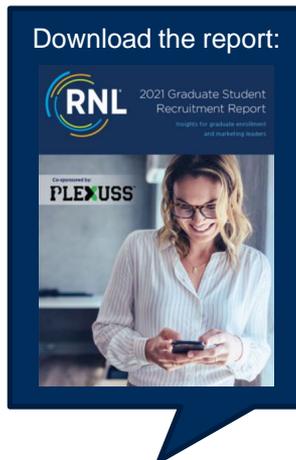
# Less than one-quarter of graduate students plan to enroll in a classroom-only program

PREFERRED FORMAT

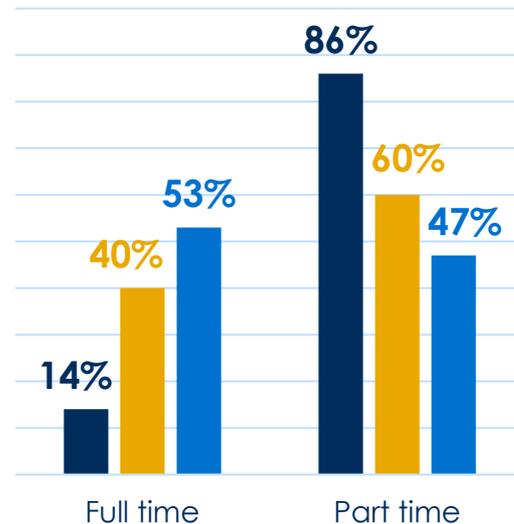


■ Classroom ■ Hybrid ■ Online

## GRADUATE STUDENTS



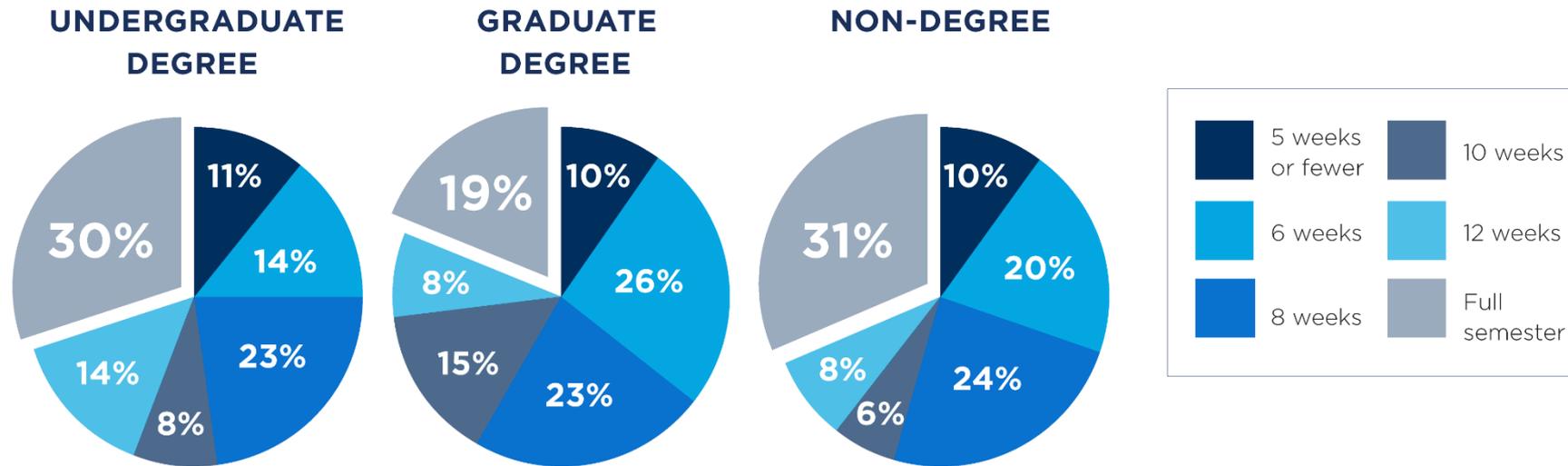
ENROLLMENT STATUS



# If your programs are offered in semesters, you don't have a sellable product

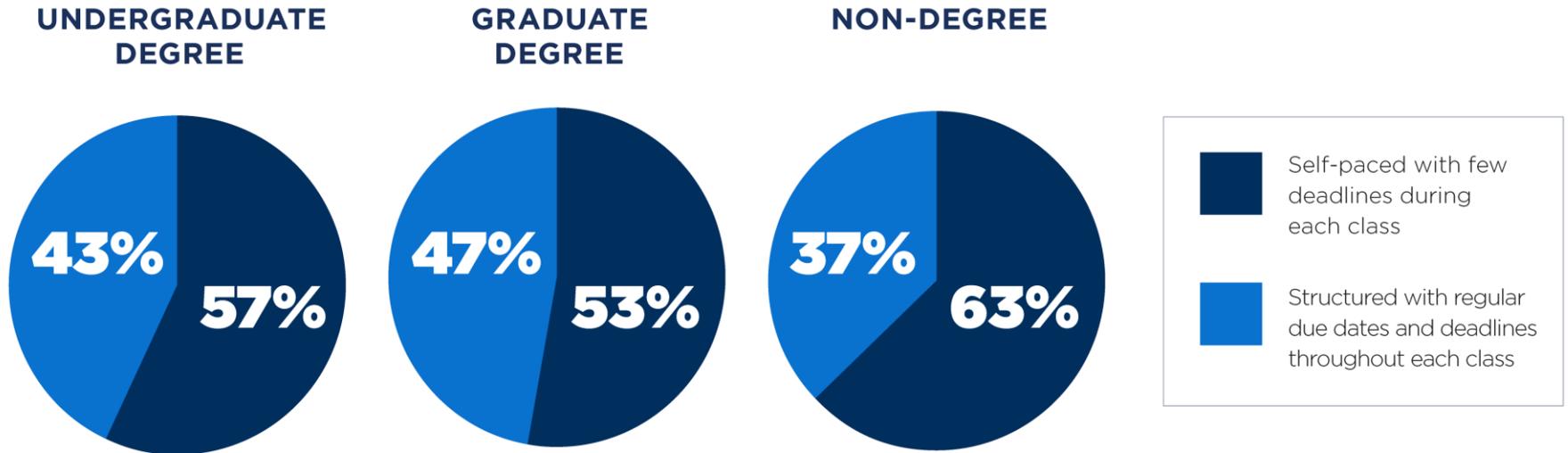
What percent of online students plan to enroll in semester-length programs?

**TABLE 11: PREFERRED LENGTH OF COURSES**

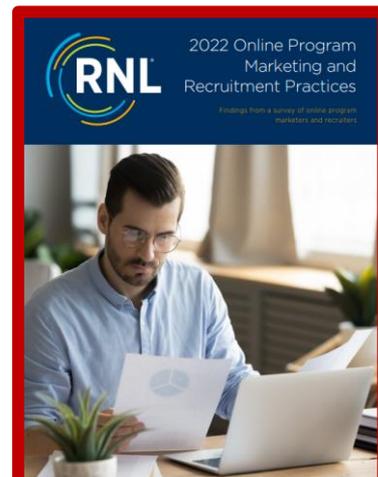
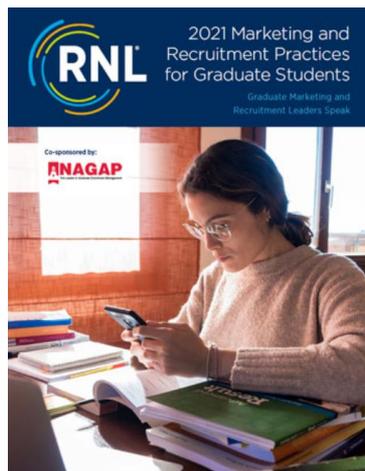


# Online students vary in their demand for structure

**TABLE 13: PREFERENCE: SELF-PACED OR STRUCTURED**



# RNL's Graduate and Online Reports



# Key takeaways: RESEARCH

- A growth strategy must include more online programs.
- Graduate offerings should include a hybrid and/or online option.
- We can't apply old practices to new modalities and expect that they will be successful.
- The pandemic advanced, but did not significantly accelerate, demand for online/hybrid programs – these have been in demand for years.
- Speedy response to initial inquiry, application, and other contact is expected and those who meet those expectations will benefit from increased demand.
- What other takeaways do you have from this session?



# RNL Regional Workshop

Graduate and Online Enrollment



How are you leveraging  
traditional media in  
new and effective  
ways?

# 3

## A Holistic View of Generating Inquiries



# Integrated media strategy





**How do you build and track your lead generation strategy to meet enrollment goals across channels?**

# Enrollment goals drive media recommendations

University

INQUIRY GOALS ACADEMIC PERIOD GOALS

ACADEMIC PERIOD GOALS Search...

Name	Code	Start Date	End Date	Helix Start Target	Client Start Target
Summer 2022 11 Session	Summer22Online11	Jul 5th, 2022	Aug 19th, 2022		
Summer 2022 1 Session	Summer22Online1	May 16th, 2022	Jul 1st, 2022		
Summer 2022 DE Session	Summer22OnlineDE	May 16th, 2022	Aug 19th, 2022		
Spring 2022 11 Session	Spring22Online11	Mar 7th, 2022	Apr 22nd, 2022		
Spring 2022 1 Session	Spring22Online1	Jan 10th, 2022	Feb 25th, 2022		
Spring 2022 DE	Spring22OnlineDE	Jan 10th, 2022	Apr 22nd, 2022		
Fall 2021 Session 2	Fall2021Temp2	Oct 18th, 2021	Dec 3rd, 2021	71	71
Fall 2021 Session 1	Fall2021Temp	Aug 23rd, 2021	Oct 8th, 2021	238	238
Fall 2021 Session DE	Fall2021TempDE	Aug 23rd, 2021	Dec 3rd, 2021		
Summer 2021 II Session	SUM21ONL2	Jun 28th, 2021	Aug 13th, 2021	61	71
Summer 2021 DE Session	Summer21OnlineDE	May 10th, 2021	Aug 13th, 2021		
Summer 2021 I Session	SUM21ONL1	May 10th, 2021	Jun 25th, 2021	136	135

<https://svu-egp.prodhelix.com/goals?date=2021-06#tab-academic>

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# Detailed monthly media plans

University
UNIVERSITY

- 🏠 Dashboards
- 📊 Enrollment Planning
- Goals
- Plans
- 👤 Inquiries
- 📈 Acuity
- 🏢 Administration

PLANNING
June 2021

50% through the month

40% of planned budget spent

		Goals	Planned	Actual	Capped	Uncapped	Recommend	Historical	
<b>Campaign Summary</b>		Budget	\$ 235,000.00	\$ 199,000.00	\$ 80,524.48	\$ 133,876.95	\$ 160,492.82	\$ 263,726.31	\$ 211,944.84
	Inquiry	1,325	918	677	1,021	1,354	1,582	1,372	
<b>Paid</b>		Budget	\$ 235,000.00	\$ 199,000.00	\$ 80,524.48	\$ 133,876.95	\$ 160,492.82	\$ 263,726.31	\$ 211,944.84
	Inquiry	1,325	918	677	1,021	1,354	1,395	1,242	
Affiliate	>	Budget	\$ 10,000.00	\$ 15,500.00	\$ 15,390.00	\$ 21,380.00	\$ 30,780.00	\$ 12,014.85	\$ 18,088.25
	Inquiry	200	233	308	393	616	202	309	
Paid Search	∨	Budget	\$ 165,000.00	\$ 124,500.00	\$ 43,852.96	\$ 77,650.61	\$ 87,706.02	\$ 179,413.70	\$ 138,110.46
	Inquiry	800	483	252	437	504	866	680	
Brand	>	Budget	--	\$ 50,000.00	\$ 21,116.65	\$ 32,177.77	\$ 42,233.18	--	--
	Inquiry	--	211	139	211	278	--	--	
Generic	>	Budget	--	\$ 10,000.00	\$ 3,067.63	\$ 6,135.36	\$ 6,135.36	--	--
	Inquiry	--	57	12	24	24	--	--	
Program	∨	Budget	--	\$ 64,500.00	\$ 19,668.68	\$ 39,337.48	\$ 39,337.48	--	--
	Inquiry	--	215	101	202	202	202	--	--
Google: Program		Budget	\$ 64,500.00	\$ 19,668.68	\$ 39,337.48	\$ 39,337.48	\$ 39,337.48	Inquires / Day (Avg: 8)	
	Inquiry		215	101	202	202	202		
	CPI		\$ 300.00	\$ 194.74	\$ 194.74	\$ 194.74	\$ 194.74		
Paid Social	>	Budget	\$ 60,000.00	\$ 55,000.00	\$ 19,969.76	\$ 32,778.00	\$ 39,938.46	\$ 72,297.76	\$ 55,746.13
	Inquiry	325	189	116	189	232	327	253	
Display	>	Budget	--	\$ 4,000.00	\$ 1,311.76	\$ 2,068.34	\$ 2,068.34	--	--
	Inquiry	--	13	1	2	2	--	--	
Traditional		Budget	--	--	--	--	--	--	--



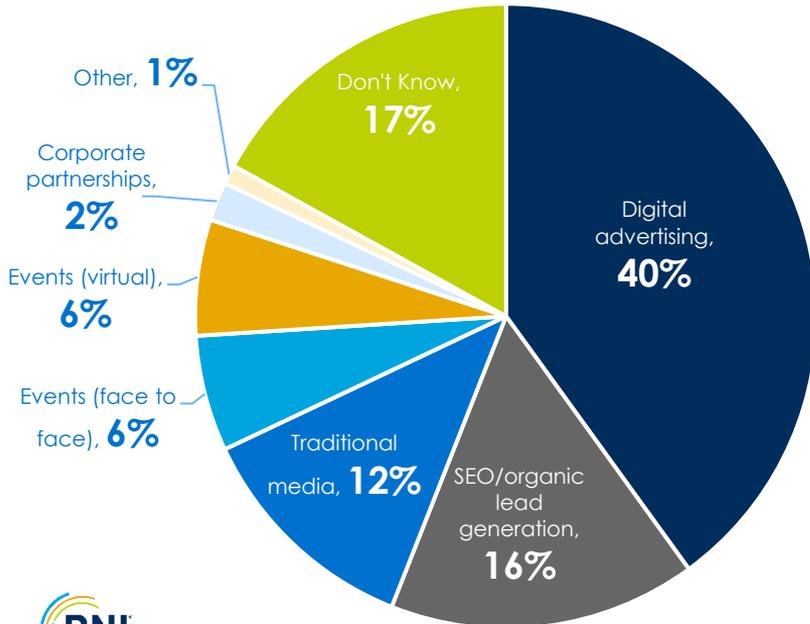


**What percentage of your marketing spend goes to digital channels (Paid/SEO) versus other channels?**

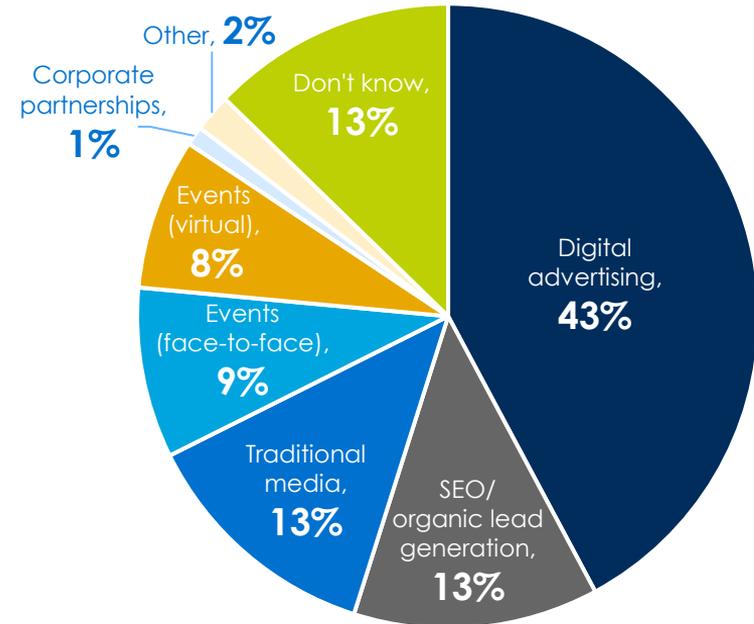
# How the typical marketing budget is being spent

## THE MARKETING AND RECRUITMENT BUDGETS FOR GRADUATE AND ONLINE PROGRAMS

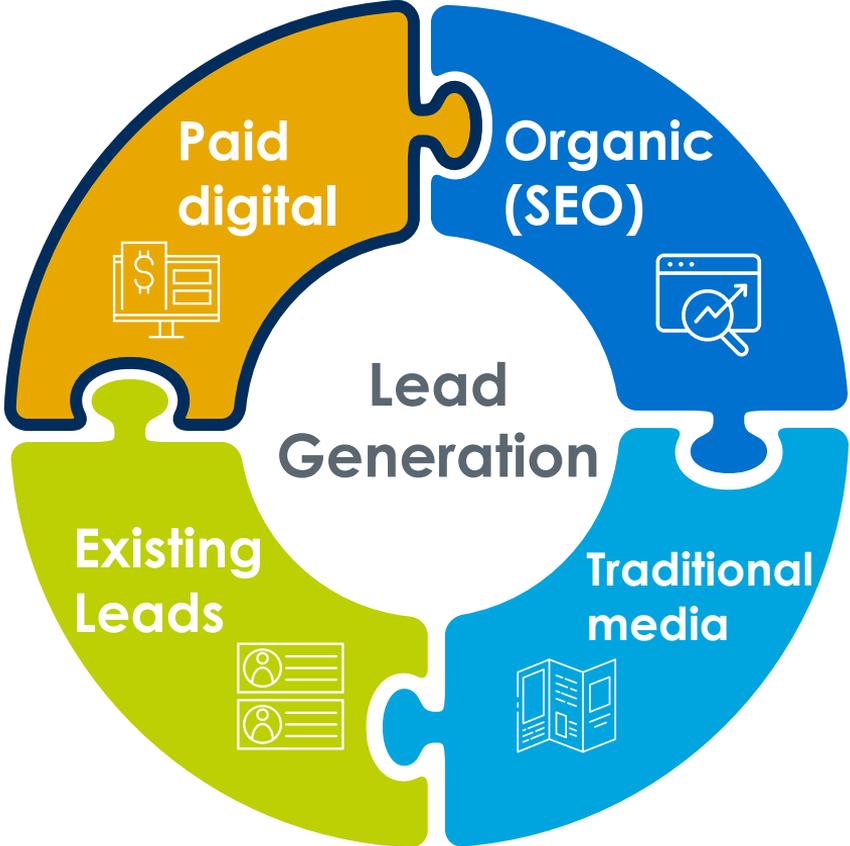
PRIVATE  
ALLOCATION OF MARKETING DOLLARS



PUBLIC  
ALLOCATION OF MARKETING DOLLARS



# Integrated media strategy



# Paid digital lead generation trends



## INCREASING INVESTMENT

Increasing investment from campuses in digital and social channels

CPLs are increasing across the board



## FOCUSED STRATEGY

A focused strategy is important to deliver a high ROI

Persona-specific communication resonates in the market



## HIGH LEVEL OF OPTIMIZATION

High level of optimization leads to better results



## DIGITAL CHANNELS

Digital channels should include social, IP targeting, video, new and next channels

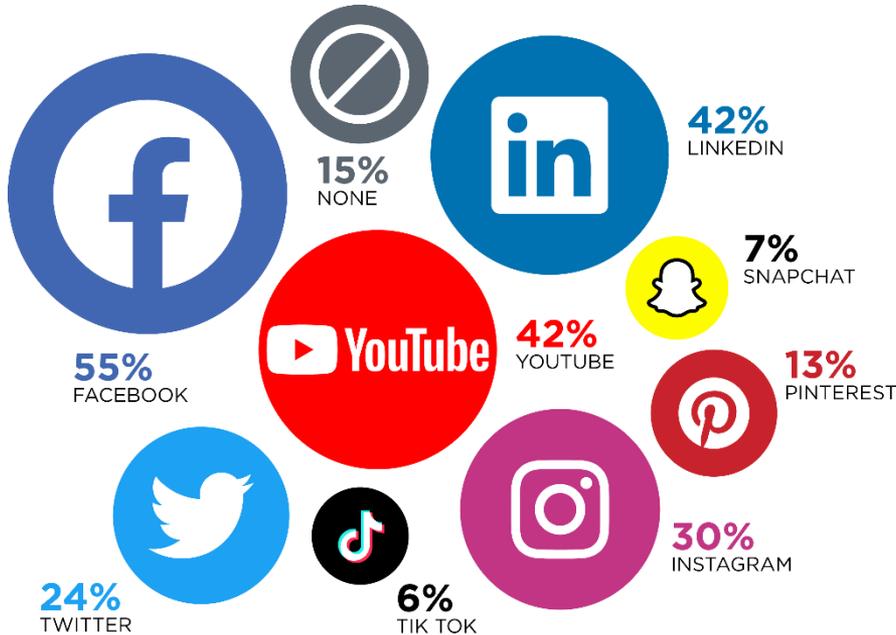


## CHANGING REGULATIONS

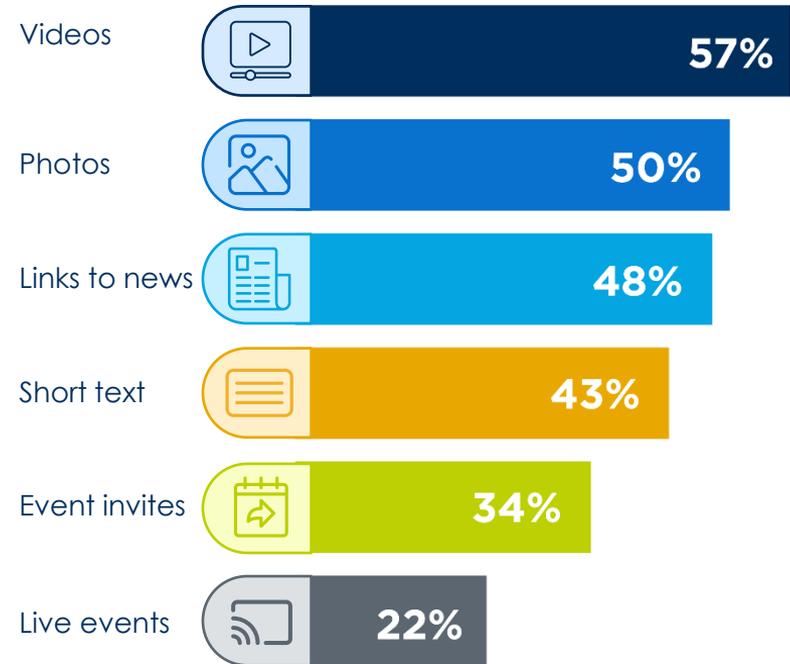
Ever-changing regulations

# 68% of prospective students use social media in their search

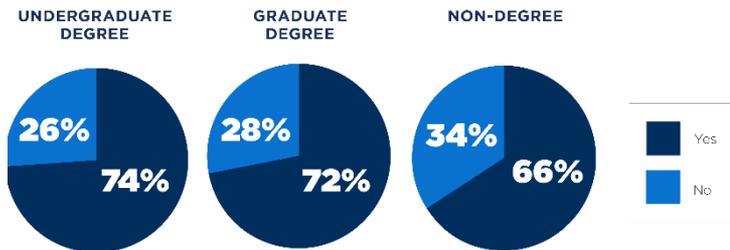
## PREFERRED SOCIAL MEDIA FOR GRADUATE PROGRAM INFO



## PREFERRED CONTENT ON SOCIAL



# Online students click ads that speak to their “persona”



## MOST COMPELLING REASON TO CLICK ON DIGITAL AD

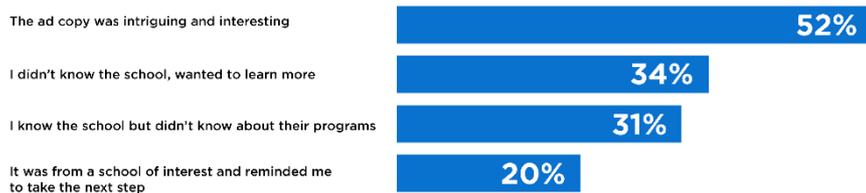
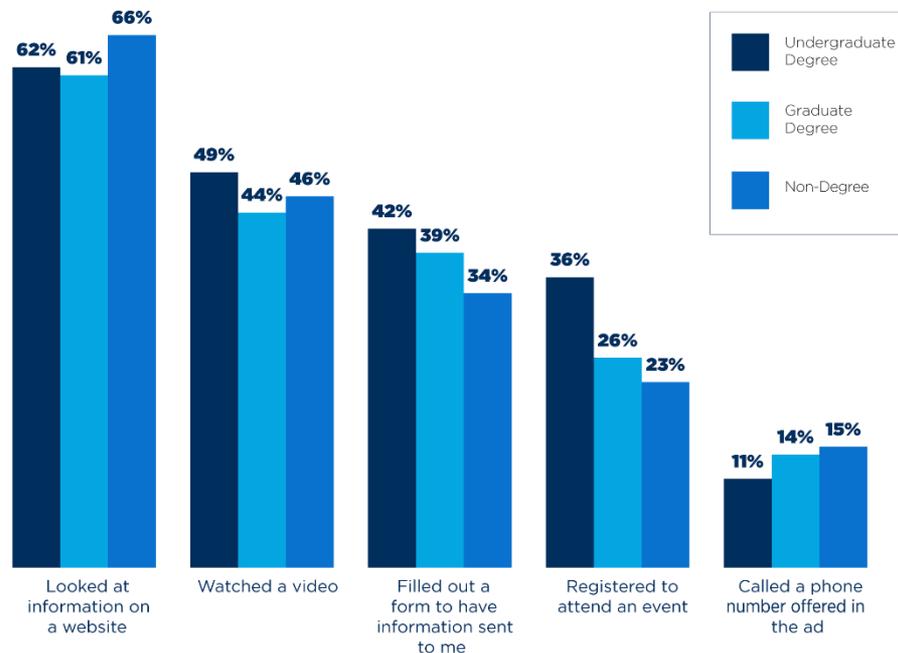


TABLE 19: ACTION AFTER CLICKING DIGITAL ADS



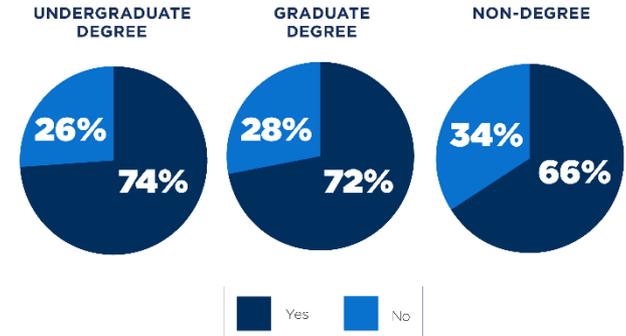
# Online students most frequently use digital channels to engage with an institution

TABLE 15: SOURCES USED TO FIND ONLINE PROGRAMS OF INTEREST	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Search engines	89%	85%	95%
College/program search sites	77%	78%	61%
Ads on social media	58%	73%	57%
Someone I know	53%	56%	56%
Ads on websites	54%	52%	46%
Ads on streaming TV	51%	47%	36%
Ads on broadcast or cable TV	46%	50%	39%
Videos on YouTube or elsewhere	44%	48%	48%
Printed materials from institutions	38%	36%	31%
Ads in newspapers, magazines, etc.	34%	38%	27%
Printed rankings guides	32%	31%	27%
Ads on streaming radio	28%	27%	18%
Billboards/other outdoor ads	28%	24%	19%
Ads on local broadcast radio	26%	26%	13%
Ads on podcasts/other streaming audio	26%	18%	18%

Lower usage but important to include in the mix

What are the three most common initial sources of information?

TABLE 18: CLICKED ON DIGITAL ADS FOR ONLINE PROGRAMS

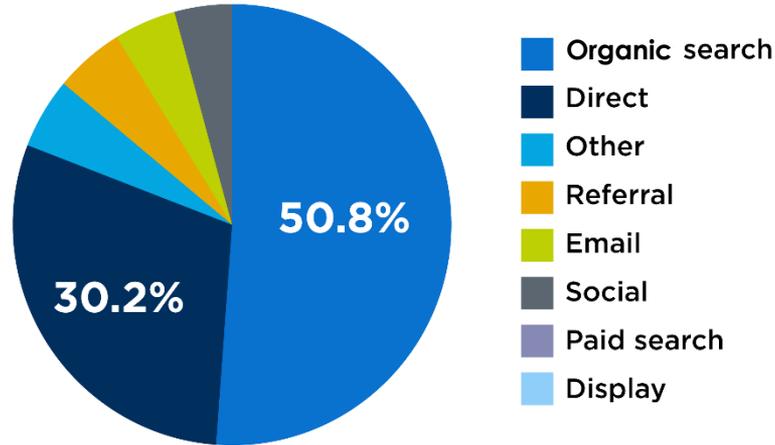


# Integrated media strategy



# Organic lead generation is a lower volume but higher converting lead source

## TOP CHANNELS



Approximately **50%** of all higher education website traffic comes from search engines.

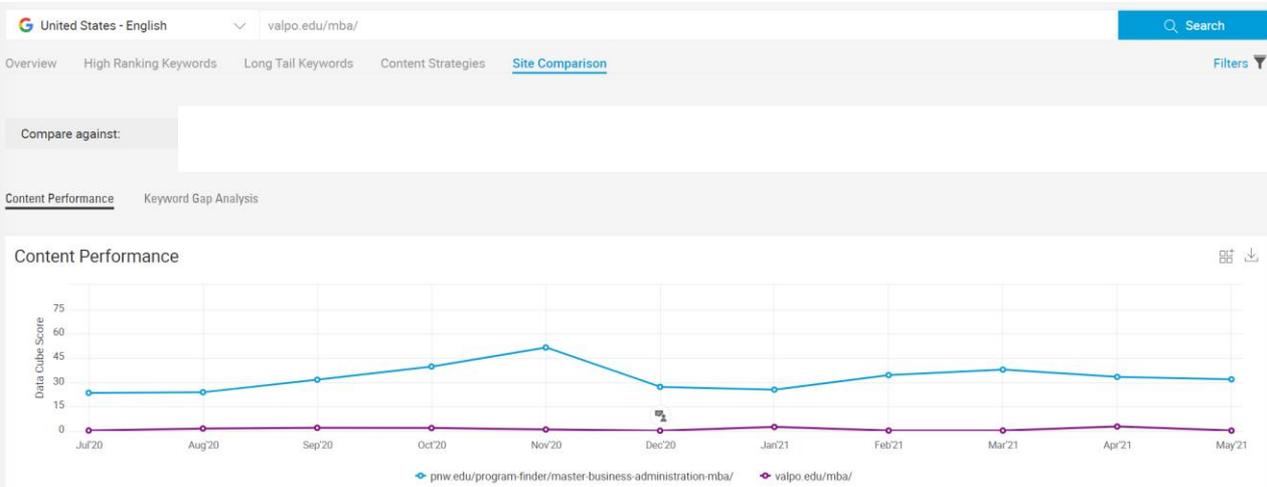
**77%** of students will use a search engine to access a website **EVEN** if they know which school they want to look up.

Organic leads are approximately **7X** more likely to convert compared to other sources.

# Key performance indicators - SEO

## RNL State University vs. RNL College

Site	Total Organic Keywords	Ranked on Page 1	Ranked on Page 1 % Change	Ranked on Page 2	Ranked on Page 2 % Change
rnlstate.edu/mba	33	0	100.00% ▼	1	No Change
rnlcollege.edu/mba	26	10	28.57% ▼	4	42.86% ▼



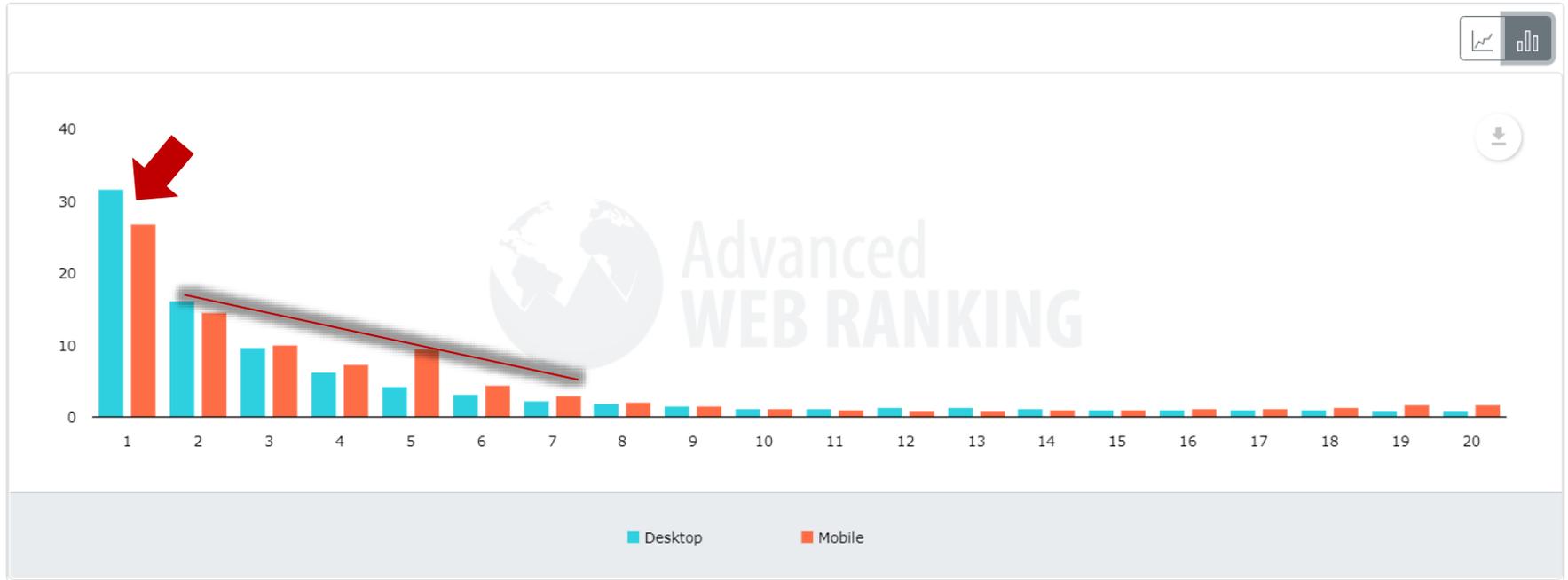
RNL State

RNL College

Comparison of academic **search engine footprint**, based on the keywords each institution ranks for, the position they rank in, and the related search volume.



# National click-through rates per ranking position



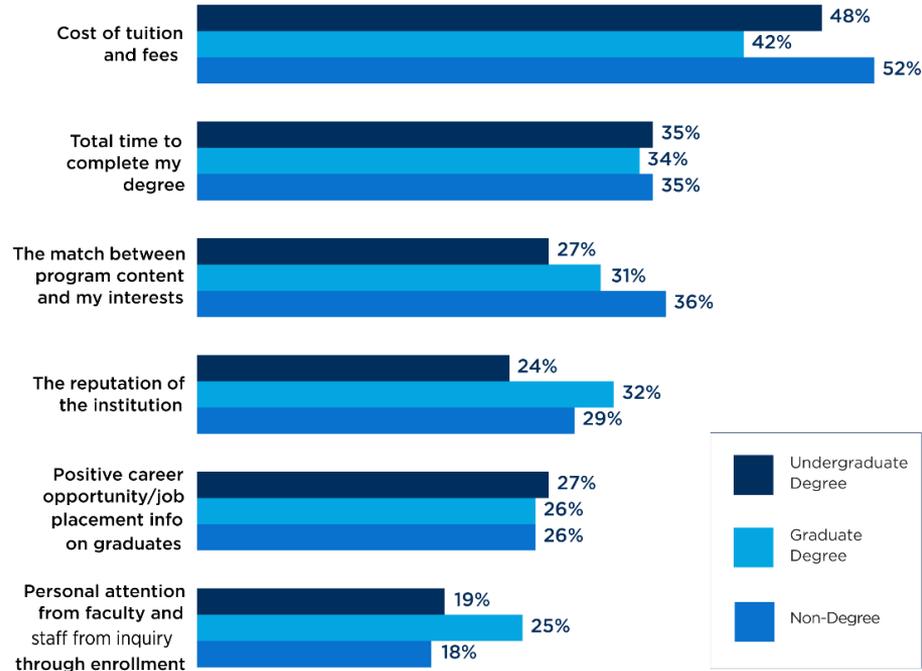


**What does SEO  
look like on your campus:  
web copy or optimized content?**

**Is SEO generating quality leads  
on your campus? Why or why not?**

# Online students are focused on practical factors

**TABLE 26: MOST IMPORTANT ENROLLMENT FACTORS**  
(Respondents chose their three most important factors.)



# Great example of utilizing SEO to drive leads

Google

how to pay for my masters degree

https://www.franklin.edu › blog › how-to-pay-for-a-ma...  
**How to Pay for a Master's Degree: 6 Big Tips For Working Adults**  
Look for scholarships and grants that match your personal background, industry and experience. Start with professional associations you belong to and branch out ...

People also ask

- How do people pay for a master's degree?
- How can I not pay for my masters degree?
- Does FAFSA cover a master's degree?

Feedback

https://www.forbes.com › advisor › student-loans › ho...  
**How To Pay For Grad School – Forbes Advisor**  
Aug 11, 2021 — **How To Pay** For Grad School · 1. Start Looking for Free Money · 2. Apply for Assistantships · 3. Utilize the Federal Work-Study **Program** · 4. Research ...  
[Compare Student Loan Rates...](#) · [Federal Loans For Graduate...](#) · [Private Loans For Graduate...](#)

https://www.usnews.com › paying › articles › 2013/03/12  
**Use These 5 Strategies to Pay for Graduate School**  
Mar 12, 2013 — Get an employer to **pay** for **graduate** school. Secure a **graduate** school scholarship. Work for the **graduate** school. Borrow smart. Use available ...  
[Work For The Graduate School](#) · [Borrow Smart](#) · [Find The Best Student Loans...](#)

FRANKLIN UNIVERSITY

DEGREES | ONLINE DEGREES | ADMISSIONS | TUITION & FINANCIAL AID | TRANSFERRING CREDIT | THE FRANKLIN EXPERIENCE

 **Back To College Blog**

BROWSE BY: Program Program Type Academic Level Topic



## How to Pay for a Master's Degree: 6 Big Tips For Working Adults



Master's Degree Paying for School

You know a master's degree can be pivotal to your success. You've read how it can help advance your career, increase your salary, or transition into a brand new field. But, how will

**Request Information**

STEP 1 STEP 2 SUBMIT

What type of program are you seeking?\*

-- Select Program Type --

What is your program of interest?

-- Select Program --

Step 1 of 3

**GET STARTED >**

In submitting my contact information, I understand that I will receive phone calls, text messages and email about attending Franklin University. I may opt out of these communications at any time.

Your privacy is important to us. [Privacy Policy](#)

**POPULAR POSTS**

**1** What Exactly Can You Do with A Business Degree? Quite a Lot.



**Given the mix of your lead generation activity, do you have a healthy and balanced lead generation strategy?**

**What activities or additional strategies could help you generate more quality leads?**

# Integrated media strategy





**How are you leveraging traditional media  
in new ways to support the overall  
strategy?**

# Integrated media strategy





**How are cultivating existing leads?**

**(so that you don't have to continue feeding  
the fire)**



**Given the mix of your lead generation activity, do you have a healthy and balanced lead generation strategy?**

**What activities or additional strategies could help you generate more quality leads?**

# Key takeaways

- Leverage multiple lead gen sources to increase ROI on lead gen investments.
- Use a targeted approach to ad spend strategies.
- Always evaluate new sources for leads – think outside the box.
  - Corporate partnerships.
  - Alumni lists by program.
  - New social channels.
- What are other key takeaways from this session?



# **RNL Regional Workshop**

Graduate and Online Enrollment



# 4

## The Framework for Growth



# Building a strong foundation for growth



**Decisions driven by  
data and analytics**



**Direction guided by  
a comprehensive  
strategic plan**



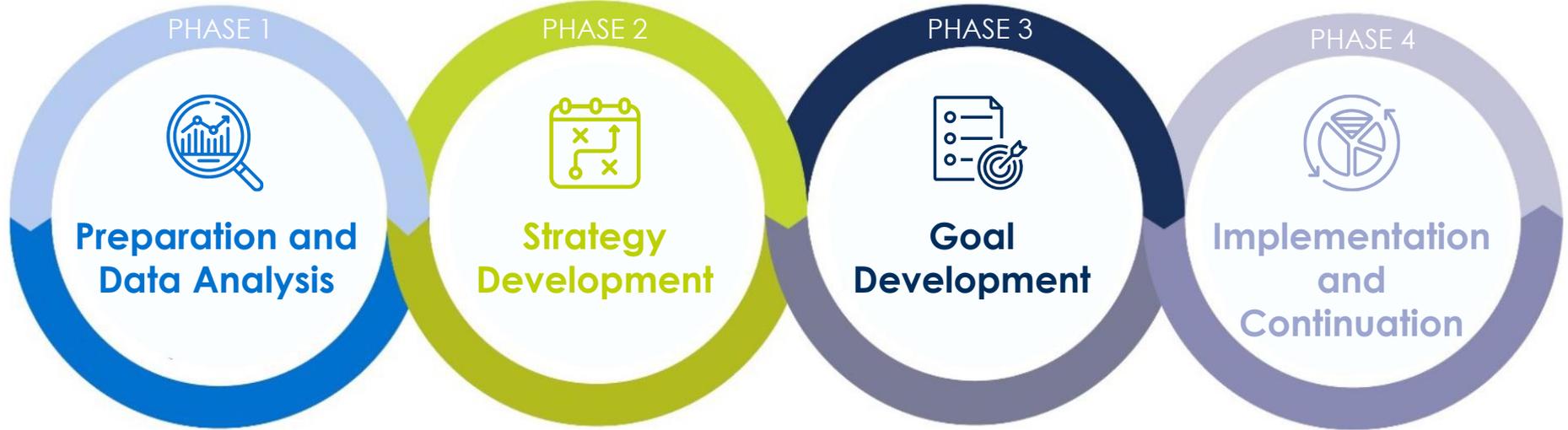
**Culture of  
investment**



**Remember your  
mission**

# Strategic Enrollment Planning

## *The four-phase recursive process*



- Build structure
- KPI identification
- Data collection
- Situation analysis

- Tactic identification
- Strategy prioritization
- ROI considerations

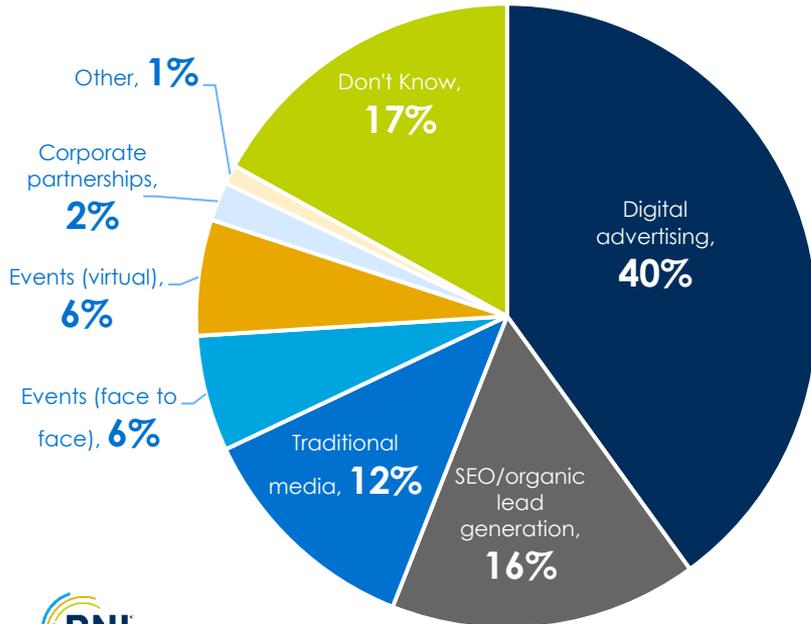
- Enrollment projections
- Goal setting
- Written plan finalization

- SEP council reconstituted to include SEM functions
- Monitor, evaluate, and update the plan

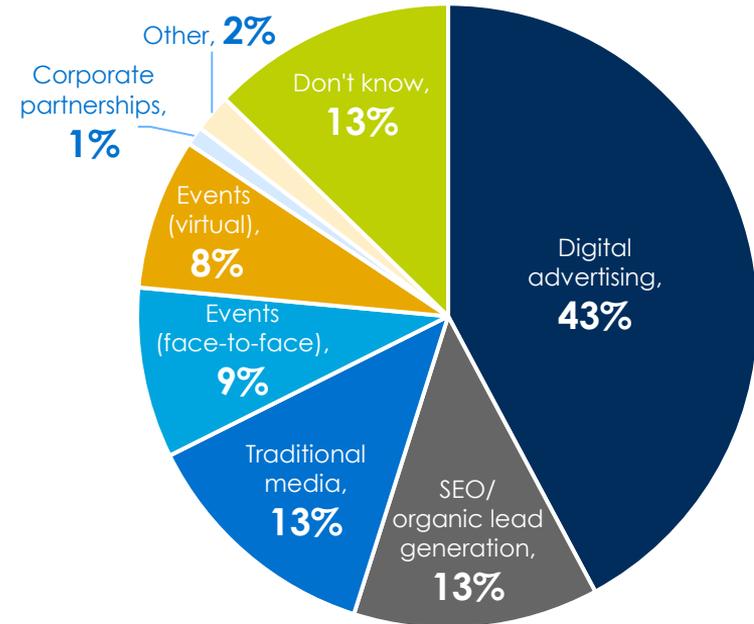
# How the typical marketing budget is being spent

## THE MARKETING AND RECRUITMENT BUDGETS FOR GRADUATE AND ONLINE PROGRAMS

PRIVATE  
ALLOCATION OF MARKETING DOLLARS



PUBLIC  
ALLOCATION OF MARKETING DOLLARS



# Mission statements

## *A few examples for attendee institutions...*



...committed to excellence and distinction in the discovery, dissemination, and application of knowledge.”



...enable our students to be productive, ethical, and socially responsible participants in the rapidly changing global marketplace.”



...providing leading-edge management programs in a world-class, innovative, and inclusive environment throughout our regions.”

# Thank you for attending!

## EVALUATION FORM

Please complete evaluation form and leave at the table or hand to an RNL staff member.

## RESOURCES

Resources are at the check-in table and online. An email will be sent out with a copy of the slides from today.

## CONNECT WITH RNL

Let us know if you'd like to connect to discuss how we are partnering with campuses in any of the following areas:

- OPM alternative
- Conversion
- Lead generation with full-funnel attribution
- Instructional design
- Consulting and research



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*scan me*

# Thank You



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