RNL Regional Workshop
Graduate and Online Enrollment

WELCOME
to New York

Housekeeping items

Introductions
- Name
- Title
- Institution

Agenda Review
- 10:00 Assessing Demand: Regional Data and Trends
- 11:15 Leveraging Research to Drive G/O Growth
- 12:15 Lunch
- 1:30 A Holistic View of Generating Inquiries
- 2:30 Winning Framework for Growth – G/O Populations

Round Table Lunch Topics
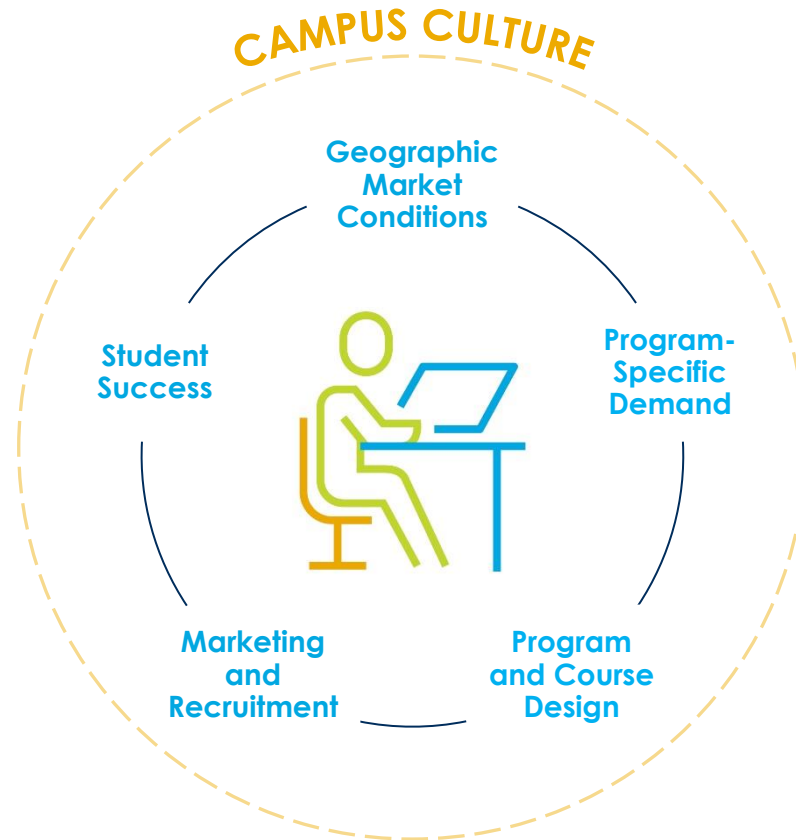- Student Success and Retention
- OPM 101
- Modern Lead Generation

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 plans
- ✓ 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

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Factors Influencing Enrollment

CAMPUS CULTURE

Geographic Market Conditions

Program-Specific Demand

Student Success

Marketing and Recruitment

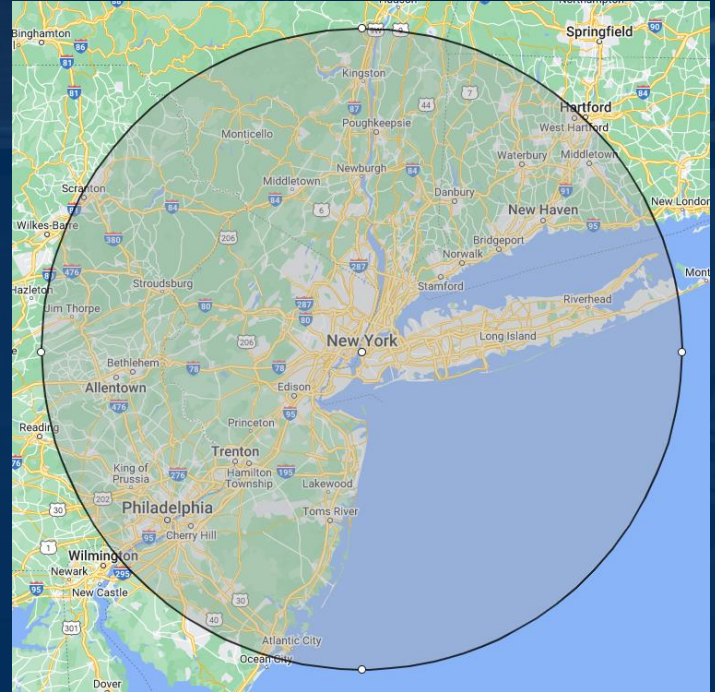Program and Course Design

1

Assessing Demand: Regional Data and Market Conditions

Holly Tapper, Vice President of Graduate and Online Solutions

What do you think are the top online bachelor's programs?

(100-mile radius of NYC)

25 Largest Underlined Online Bachelor's*

PROGRAM	ALL FORMATS			ONLINE AVAILABLE			OCCUPATIONS	
	TOTAL DEGREES 2021	5-YEAR GROWTH #	5-YEAR GROWTH %	TOTAL ONLINE DEGREES	5-YEAR GROWTH #	5-YEAR GROWTH %	ESTIMATED ANNUAL OPENINGS	PROJECTED % GROWTH (2020 – 2030)
Registered Nursing	10,994	1,979	22%	3,908	1,468	60%	11,326	13%
Business Administration and Management	11,003	213	2%	3,170	479	18%	84,813	3%
Criminal Justice/Law Enforcement Administration	2,865	(240)	(8%)	1,997	1,130	130%	5,534	4%
Psychology, General	11,422	(892)	(7%)	1,827	74	4%	7,284	12%
Liberal Arts and Sciences/Liberal Studies	2,914	(191)	(6%)	1,002	(347)	(26%)	94,809	(1%)
Marketing/Marketing Management, General	2,984	560	23%	767	616	408%	7,457	11%
Accounting	5,412	(885)	(14%)	766	357	87%	20,968	2%
Business/Commerce, General	1,422	(198)	(12%)	520	118	29%	29,741	5%
Criminal Justice/Safety Studies	1,705	(96)	(5%)	504	(210)	(29%)	4,992	4%
Social Sciences, General	811	(10)	(1%)	440	(16)	(4%)	8,065	8%
Multi-/Interdisciplinary Studies, Other	1,043	(88)	(8%)	435	(6)	(1%)	84,353	(2%)
General Studies	502	(159)	(24%)	379	(107)	(22%)	106,212	0%
Health/Health Care Administration/Management	498	(48)	(9%)	326	49	18%	12,852	5%
Criminal Justice/Police Science	678	329	94%	310	310	Insf. Data	4,335	6%
Fashion Merchandising	835	(210)	(20%)	274	94	52%	33,210	(1%)
Human Services, General	590	14	2%	215	124	136%	19,102	8%
Biology/Biological Sciences, General	7,611	878	13%	207	207	Insf. Data	2,528	7%
Health Services Administration	328	122	59%	184	(16)	(8%)	23,622	10%
Human Resources Management/Personnel Admin.	575	37	7%	178	(250)	(58%)	7,741	5%
International Marketing	197	35	22%	151	36	31%	7,066	11%
Labor and Industrial Relations	230	(49)	(18%)	148	(53)	(26%)	1,189	4%
Computer and Information Sciences, General	3,612	1,573	77%	147	(124)	(46%)	18,197	8%
Allied Health Diagnostic, Intervention, Treatment…	258	99	62%	147	43	41%	25,765	12%
Hospital and Health Care Facilities Administration	411	85	26%	138	86	165%	2,307	26%
Hospitality Administration/Management, General	553	(86)	(13%)	128	(12)	(9%)	13,697	3%

*Data are drawn from a 100-mile radius of New York City

BSN is largest online (3rd largest overall) degree, growth in both formats

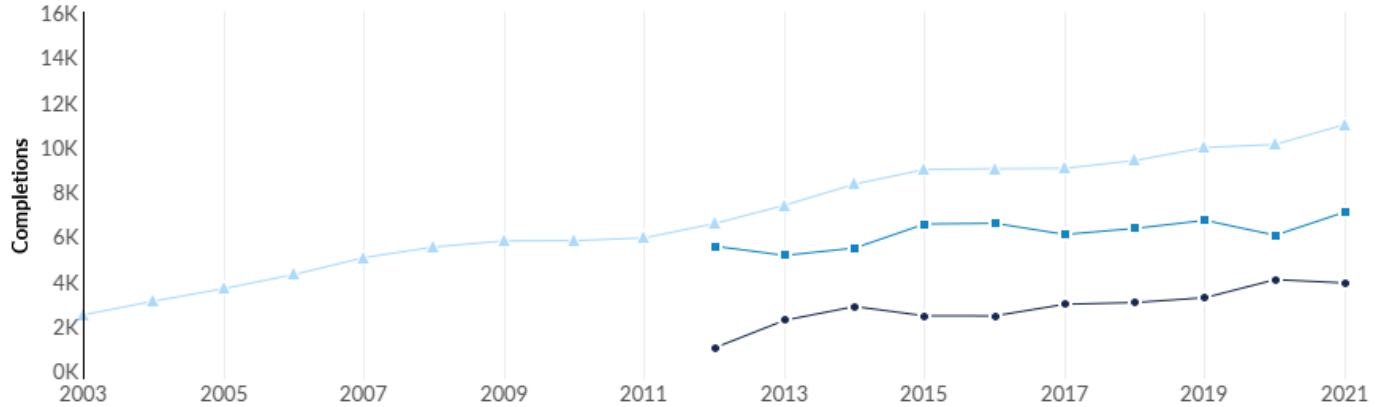|	Completions (2021)	% Completions	Institutions (2021)	% Institutions
● All Programs	10,994	100%	75	100%
○ Distance Offered Programs	3,908	36%	24	32%
● Non-Distance Offered Programs	7,086	64%	51	68%

10,994 Completions

10 Largest Online Programs

	Bachelor's Degree > Distance Offered Completions (2021)	Growth % YOY (2021)	Market Share (2021)	IPEDS Cost Per Credit (2020)	Completions Trend (2017-2021)
⊕ Drexel University	533	9.9%	13.6%	$1,212	
⊕ Mercy College	471	41.9%	12.1%	$823	
⊕ Gwynedd Mercy University	304	-8.4%	7.8%	$645	
⊕ Rutgers University-Camden	302	6.7%	7.7%	$394	
⊕ Villanova University	223	-11.9%	5.7%	$907	
⊕ Widener University	214	4.9%	5.5%	$1,592	
⊕ Sacred Heart University	213	4.9%	5.5%	$650	
⊕ CUNY Lehman College	199	1.0%	5.1%	$305	
⊕ CUNY Graduate School and University Center	197	15.9%	5.0%	$305	
⊕ Thomas Edison State University	189	-2.1%	4.8%	$399	

Degree Production Trends – 2003-2021

	2012 Completions	2021 Completions	% Change
● Distance Offered Programs	1,009	3,908	+287.3%
■ Non-Distance Offered Programs	5,554	7,086	+27.6%
▲ All Programs	6,563	10,994	+67.5%

Related Occupations (at Level)

171,947	+12.2%	$45.92/hr $95.5K/yr	12,230
Jobs (2022)* 2% above National average*	% Change (2022-2031)* Nation: +8.4%*	Median Earnings Nation: $38.62/hr; $80.3K/yr	Annual Openings*

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8

BSN: Online is 1/3 of market; labor market shows unmet demand
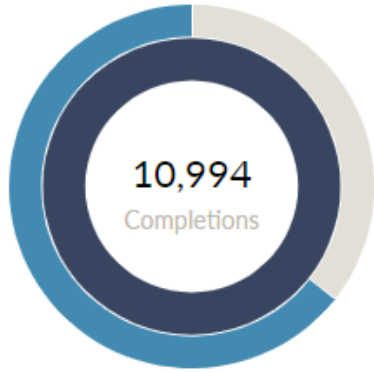
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BSN: Top 10 online competitors in the region

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BSN: Overall 18-year trend for region

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■	Non-Distance Offered Programs	5,554	7,086	+27.6%
▲	All Programs	6,563	10,994	+67.5%

Prospective Online Student Demographics

GENDER

Female: 47%
Male: 51%
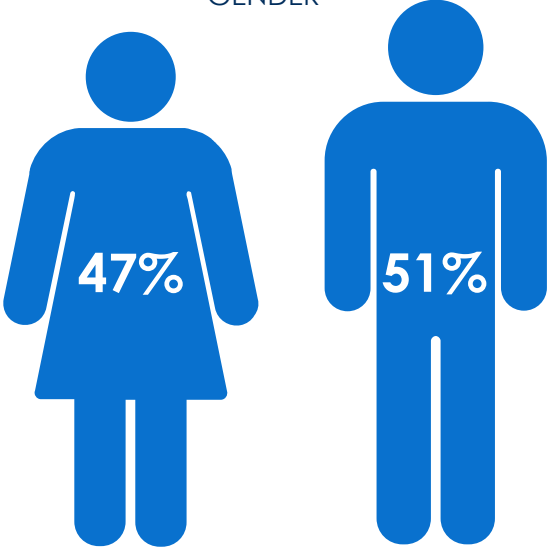
TABLE 28: AGE OF RESPONDENTS

UNDERGRADUATE DEGREE

- 14%
- 16%
- 21%
- 15%
- 12%
- 7%
- 4%
- 5%
- 7%

GRADUATE DEGREE

- 5%
- 8%
- 14%
- 20%
- 19%
- 14%
- 5%
- 5%
- 9%

NON-DEGREE

- 8%
- 13%
- 13%
- 14%
- 9%
- 12%
- 7%
- 7%
- 17%

Legend:
- Under 21
- 22–24
- 25–29
- 30–34
- 35–39
- 40–44
- 45–49
- 50–55
- 55+
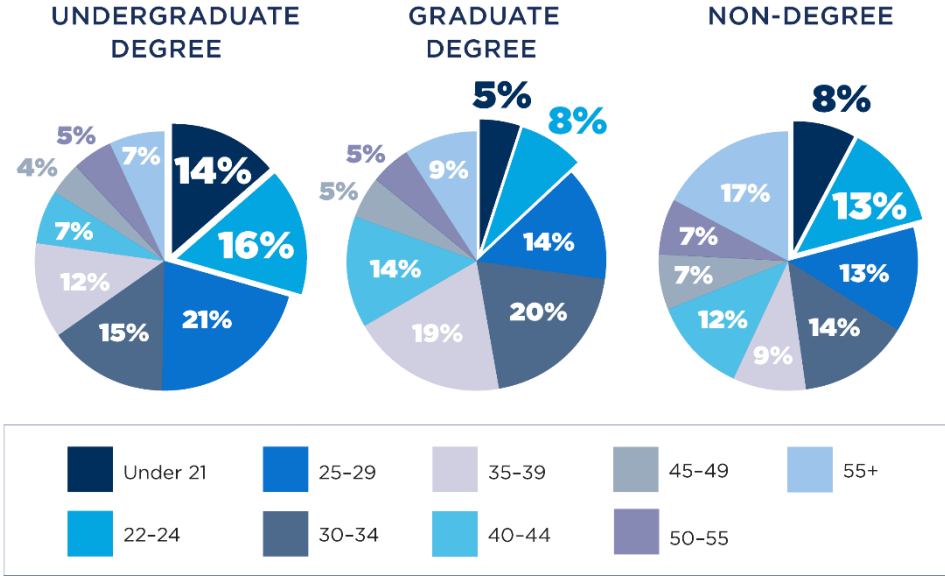
What do you think are the top master's programs?

(100-radius of NYC)

25 Largest Master's*

PROGRAM	TOTAL DEGREES 2021	ALL FORMATS		ONLINE AVAILABLE			OCCUPATIONS	
		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	7,388	(1,614)	(18%)	4,027	(167)	(4%)	48,189	3%
Social Work	5,604	807	17%	3,876	2,458	173%	2,949	12%
Management Sciences and Quantitative Methods,	2,313	1,925	496%	1,734	1,734	Insf. Data	2,738	8%
Accounting	2,140	(242)	(10%)	840	403	92%	11,914	2%
Computer and Information Sciences, General	2,004	5	0%	1,570	1,330	554%	10,339	8%
Teacher Education, Multiple Levels	1,983	1,303	192%	1,880	1,880	Insf. Data	8,754	10%
Management Science	1,784	1,583	788%	447	298	200%	6,145	4%
Computer Science	1,732	585	51%	912	267	41%	10,081	9%
Physician Assistant	1,713	471	38%	116	19	20%	392	21%
Special Education and Teaching, General	1,693	20	1%	591	367	164%	1,410	9%
Public Administration	1,625	(299)	(16%)	587	201	52%	7,335	5%
Educational Leadership and Administration, General	1,377	85	7%	697	230	49%	813	10%
Registered Nursing/Registered Nurse	1,286	414	47%	760	695	1069%	6,435	13%
Public Health, General	1,159	(101)	(8%)	58	(78)	(57%)	2,842	19%
Counselor Education/School Counseling	1,151	(42)	(4%)	251	164	189%	971	13%
Education, General	1,106	(350)	(24%)	364	80	28%	14,427	9%
Occupational Therapy/Therapist	1,046	141	16%	0	(41)	(100%)	285	18%
Elementary Education and Teaching	963	(132)	(12%)	78	17	28%	4,024	10%
Statistics, General	891	219	33%	0	0	0%	802	10%
Family Practice Nurse/Nursing	858	101	13%	35	(109)	(76%)	600	37%
Biomedical Sciences, General	812	362	80%	294	294	Insf. Data	4,113	10%
Health/Health Care Administration/Management	795	183	30%	479	366	324%	7,302	5%
Teaching Elementary Special Education Programs	791	(150)	(16%)	356	302	559%	579	9%
Teaching English as a Second or Foreign Language	789	(11)	(1%)	61	(46)	(43%)	7,373	10%
Electrical and Electronics Engineering	781	(962)	(55%)	420	(377)	(47%)	566	3%

*Data are drawn from a 100-mile radius of New York City.

MBA is the largest degree producer with online programs continuing to grow
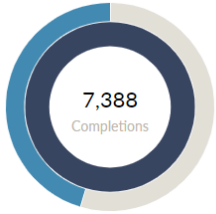
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● All Programs	7,388	100%	92	100%
○ Distance Offered Programs	4,027	55%	51	55%
● Non-Distance Offered Programs	3,361	45%	41	45%

7,388 Completions

10 Largest Programs

	Master's Degree Completions (2021)	Growth % YOY (2021)	Market Share (2021)	IPEDS Cost Per Credit (2020)	Completions Trend (2017-2021)
⊕ Yale University	482	-14.7%	6.5%	N/A	
⊕ University of Pennsylvania	375	-14.0%	5.1%	$1,892	
⊕ Rutgers University-Newark	370	-4.1%	5.0%	$394	
⊕ Temple University	331	-25.6%	4.5%	$670	
⊕ New York University	322	34.7%	4.4%	$1,537	
⊕ Villanova University	317	14.0%	4.3%	$907	
⊕ Seton Hall University	311	265.9%	4.2%	$1,315	
⊕ Montclair State University	274	24.5%	3.7%	$403	
⊕ Quinnipiac University	243	16.3%	3.3%	$1,105	
⊕ CUNY Bernard M Baruch College	230	39.4%	3.1%	$305	

Degree Production Trends – 2003-2021

	2012 Completions	2021 Completions	% Change
● Distance Offered Programs	2,803	4,027	+43.7%
■ Non-Distance Offered Programs	6,381	3,361	-47.3%
▲ All Programs	9,184	7,388	-19.6%

Related Occupations (at Level)

288,029	+4.8%	$40.70/hr $84.7K/yr	27,202
Jobs (2022)* 5% *below* National average*	% Change (2022-2031)* Nation: +7.8%*	Median Earnings Nation: $32.41/hr; $67.4K/yr	Annual Openings*

MBA: >1/2 grads and programs are online; labor market shows unmet demand

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MBA: Overall 18-year trend for region
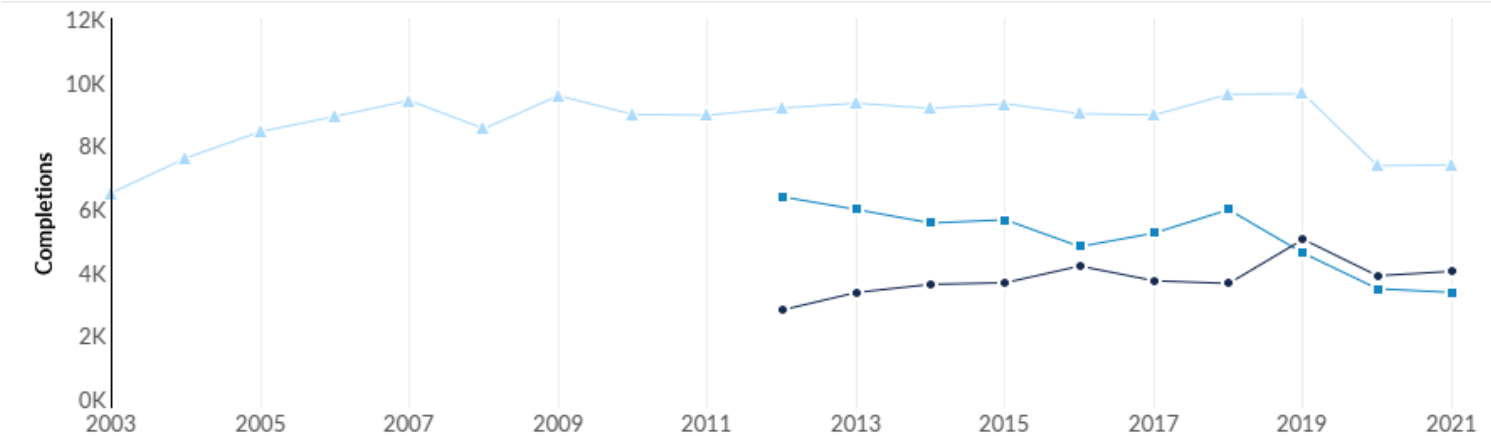
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▲ All Programs	9,184	7,388	-19.6%

Prospective Graduate Student Demographics

GENERMER

GENDER

- 64%
- 33%

AGE

- Under 25, **11%**
- 25 - 34, **49%**
- 35 - 44, **25%**
- 45 - 55, **9%**
- 55+, **6%**

HOUSEHOLD INCOME

- $150,000 or more — **2%**
- $100,000 - $149,999 — **13%**
- $60,000-$99,999 — **47%**
- $30-000-$59,999 — **13%**
- Less than $30,000 — **25%**
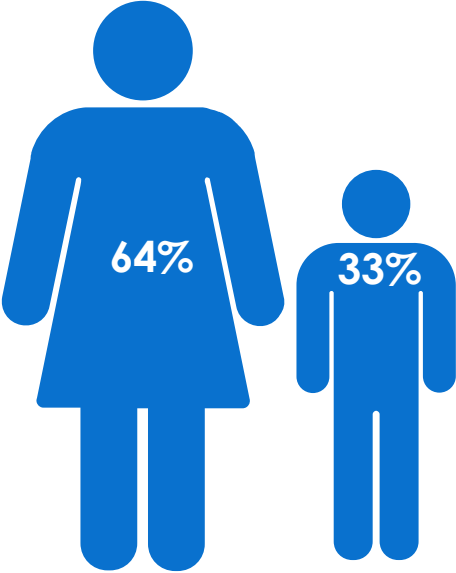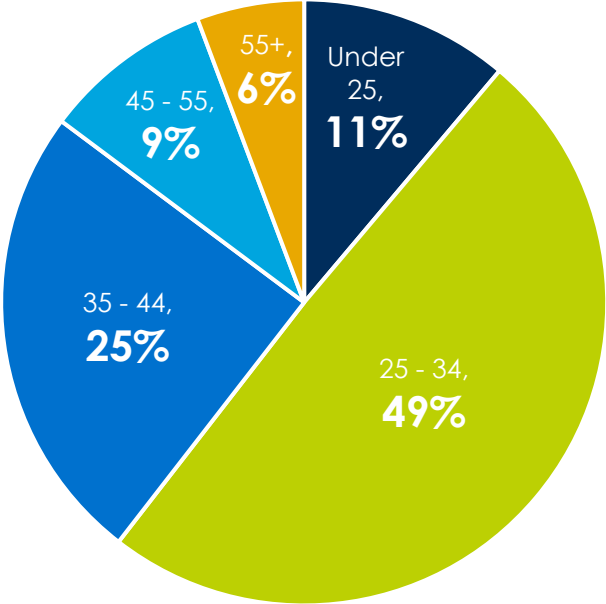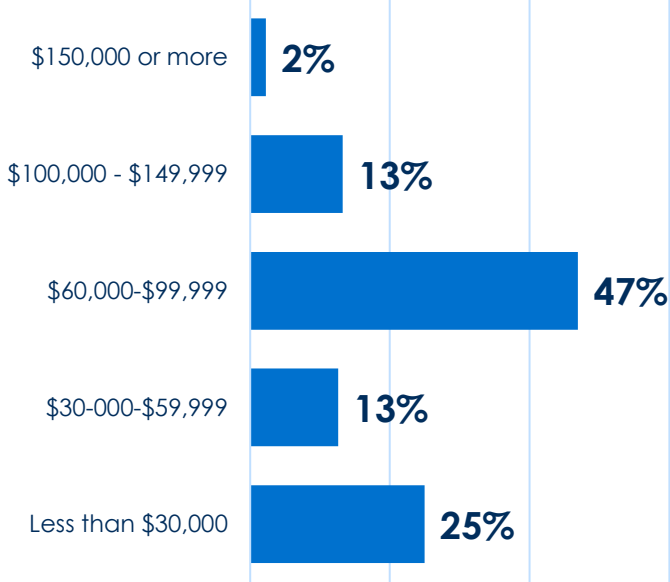
Landscape, Road Map, and Mirror

LANDSCAPE

Do you know how rocky or smooth 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

EXTERNAL

Will

Capacity

Expertise

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: MARKET DATA

❑ Growth potential exists:

   ✓ Online bachelor's strongest programs are Nursing and Business Administration

   ✓ Master's (overall and online) strongest programs are Business Administration and Social Work (with online programs seeing the greatest growth)

❑ 13 of the 25 largest ONLINE bachelor's programs have seen OVERALL contraction in the last five years – online is where the growth is.

❑ 10 of the 25 largest master's programs have seen OVERALL contraction, while just 5 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 Graduate & Online Enrollment

Scott Jeffe, Vice President of Graduate and Online Research

Online education has become "mission critical" for most institutions seeking to grow

TABLE 2: UNDERGRADUATE YEAR-OVER-YEAR FALL ENROLLMENT CHANGE BY FORMAT
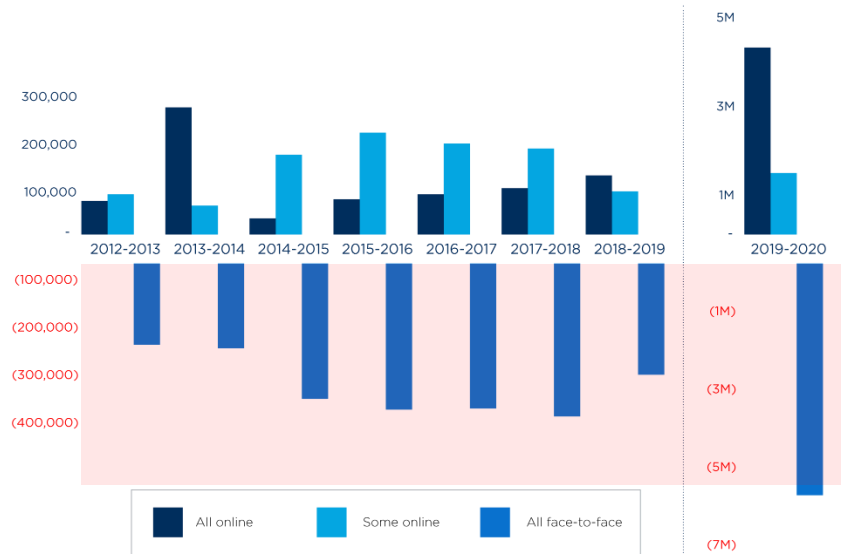
Legend: All online, Some online, All face-to-face

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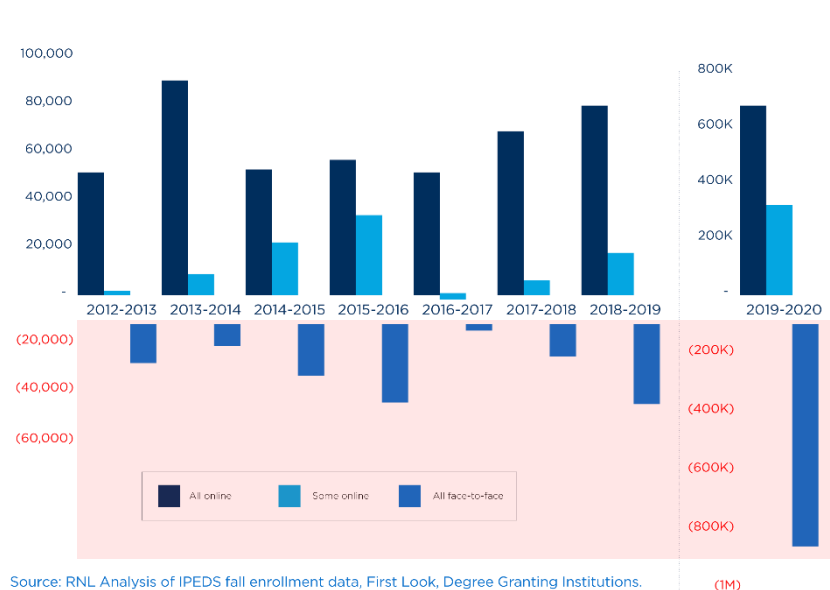
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Source: RNL Analysis of IPEDS fall enrollment data, First Look, Degree Granting Institutions. Retrieved April 2022.

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

Enrollment Change by State Fall 2019-Fall 2021

Undergraduate

Graduate

Percent Change

-20.0%   20.0%
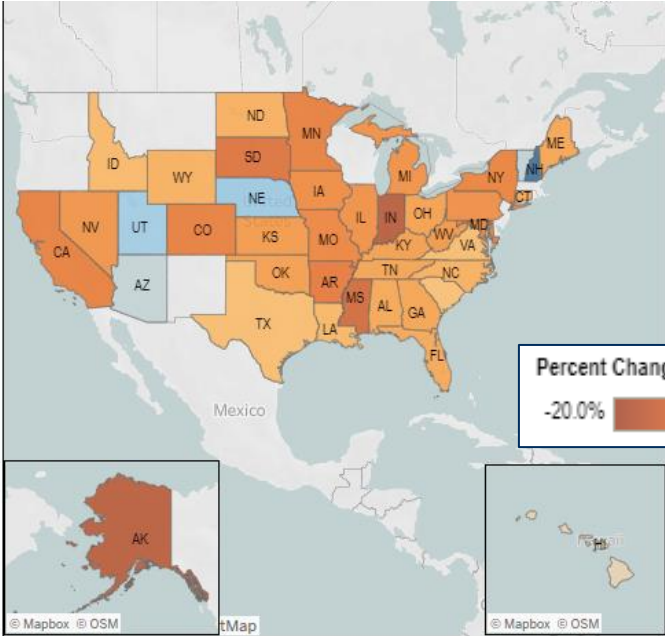
Source: National Student Clearinghouse analysis of net enrollment change
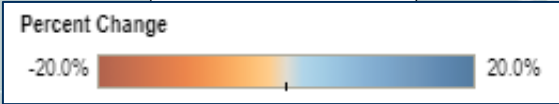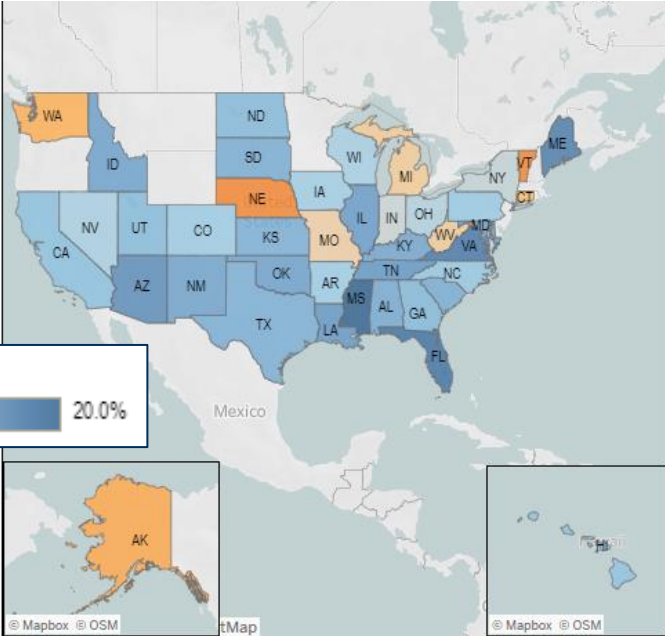
Adult students bring with them high expectations for institutions

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 evolving student expectations?

Adult students demand timely response to inquiries

What proportion of online students expect response in 3 hours?

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

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

+45: **41%**

+45: **36%**

+45: **48%**

30

Online graduate graduate business students expect regular contact from the programs and the prefer personalized email.

Preferred Frequency of Follow Up*

- Daily, 12%
- 2-3 times per week, 35%
- Once per week, 30%
- Every other week, 12%
- Once a month, 10%
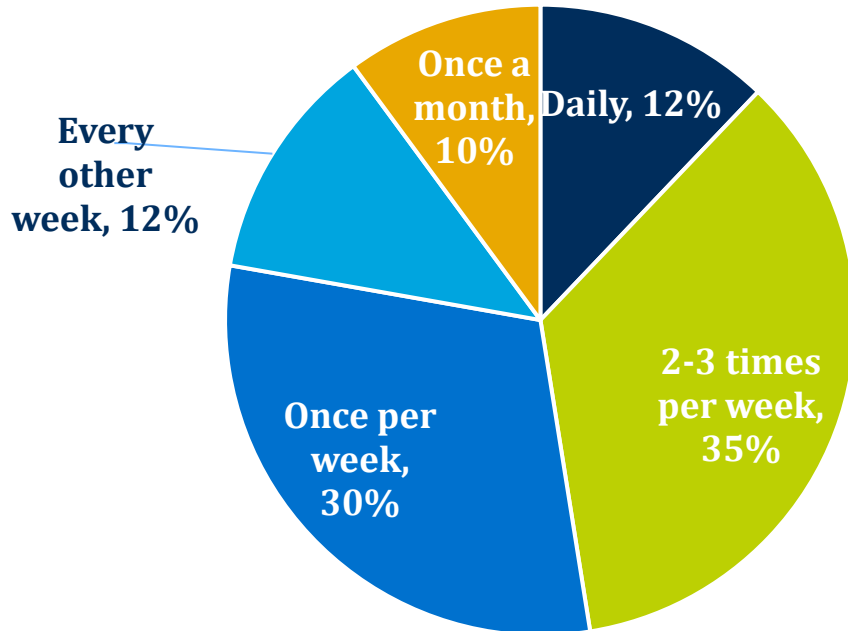
Preferred Method of Follow Up*

- Personalized email, 54%
- Text message, 18%
- Phone call, 13%
- "Snail" mail, 7%
- Non-personalized email, 6%
- Social media, 2%

*No significant difference in preferences by level of study

31
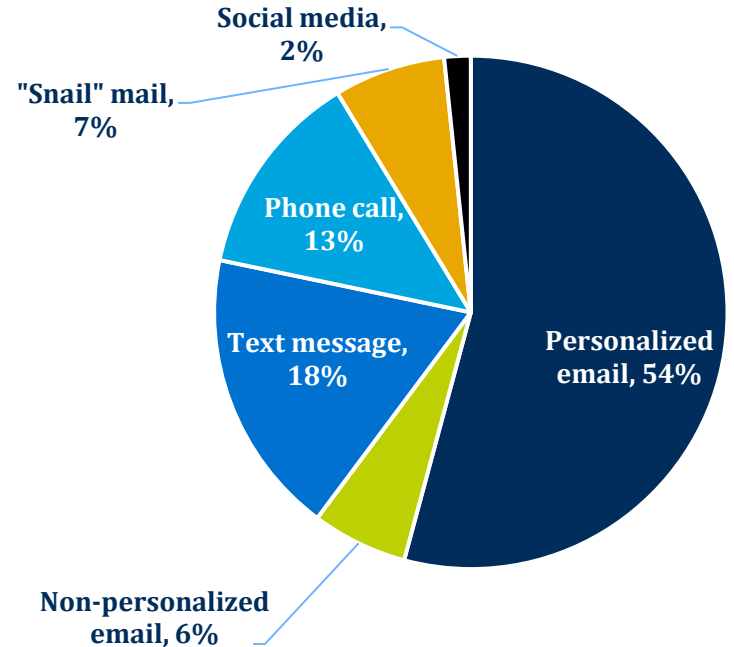
Adult students expect timely admissions decisions

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%

RNL

Source: 2022 Online Student Recruitment Report, RNL

You are competing with more than inertia

TABLE 30: NUMBER OF ONLINE PROGRAMS CONSIDERED

Legend:
- One
- Two
- Three
- Four or more

	Undergraduate Degree	Graduate Degree	Non-Degree
One	27%	28%	31%
Two	50%	47%	52%
Three	16%	19%	15%
Four or more	7%	6%	3%

Download the report:

2022 Online Student Recruitment Report

Source: 2022 Online Student Recruitment Report, RNL

33
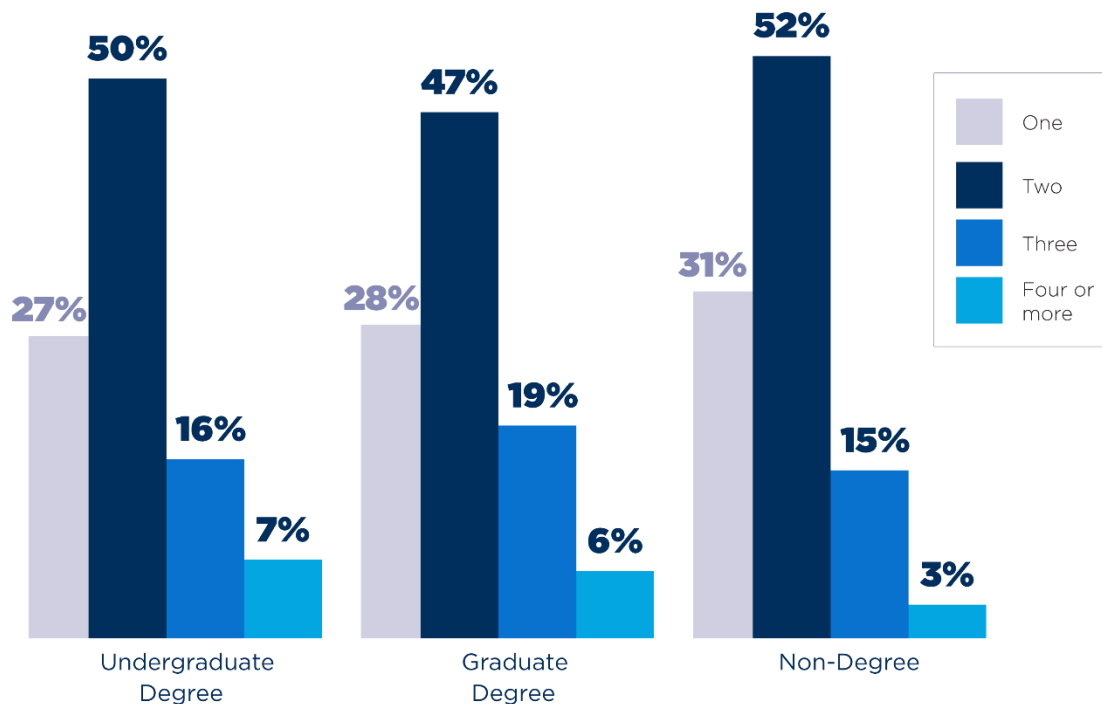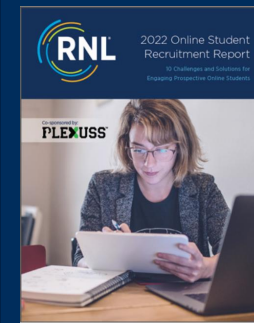
Adult students reward programs that respond quickly

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

UNDERGRADUATE DEGREE

- 26% Definitely
- 37% Likely
- 20% Somewhat likely
- 8% Not necessarily
- 9% That timing will not affect my decision

GRADUATE DEGREE

- 27% Definitely
- 35% Likely
- 17% Somewhat likely
- 11% Not necessarily
- 11% That timing will not affect my decision

NON-DEGREE

- 17% Definitely
- 32% Likely
- 27% Somewhat likely
- 9% Not necessarily
- 15% That timing will not affect my decision

Legend:
- Definitely
- Likely
- Somewhat likely
- Not necessarily
- That timing will not affect my decision

Speed impacts enrollment
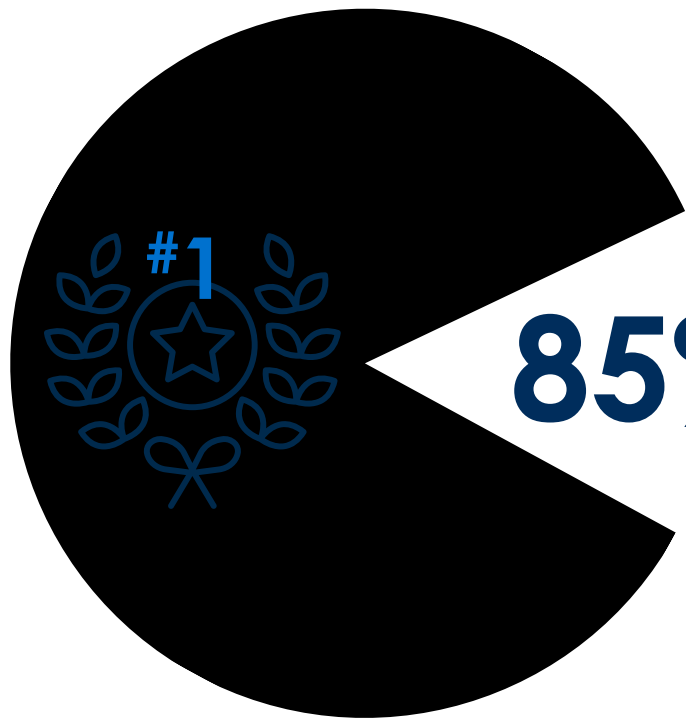
85% of graduate program applicants are **likely to enroll at the first school that accepts them**.

We must consider speed at every stage of the student lifecycle

Prospective Inquiry
Qualified Inquiry
Completed Applicant
Financial Aid
FDOC New Student
Mid-course New Student
Start Mid-course
Graduation
First Gift
Volunteering
Transformational Gift

Raw Inquiry
Contacted Inquiry
Submitted Applicant
Admitted Student
Registered Student
Start New Student
Student Philanthropy
Alumni Engagement
Recurring Gift
Leadership Gift

Expertise and Insights, Analytics and Surveys

RNL

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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

GRADUATE STUDENTS

PREFERRED FORMAT

- Classroom: 20%
- Hybrid: 48%
- Online: 32%
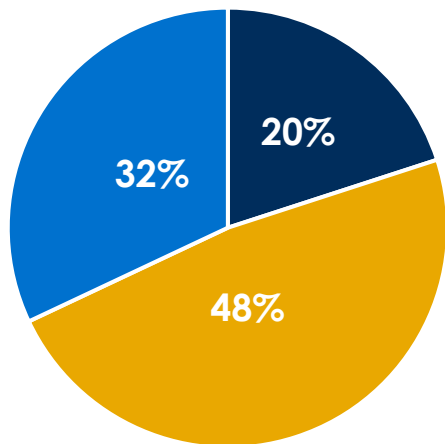
Legend:
- ■ Classroom
- ■ Hybrid
- ■ Online

Download the report:

ENROLLMENT STATUS

	Full time	Part time
Classroom	14%	86%
Hybrid	40%	60%
Online	53%	47%
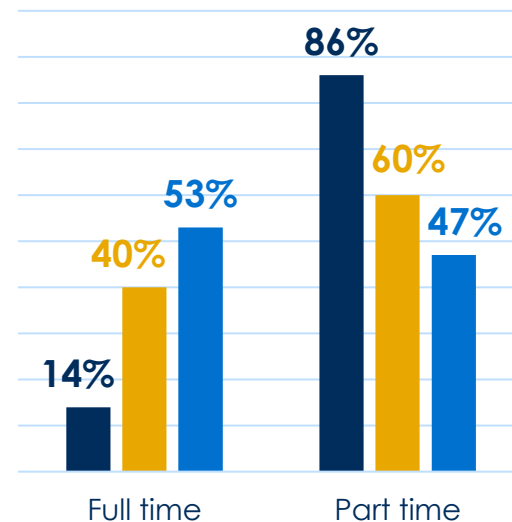
If your programs are offered in semesters, you don't have a sellable product

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

TABLE 11: PREFERRED LENGTH OF COURSES

UNDERGRADUATE DEGREE
- 11%
- 14%
- 23%
- 8%
- 14%
- 30%

GRADUATE DEGREE
- 10%
- 26%
- 23%
- 15%
- 8%
- 19%

NON-DEGREE
- 10%
- 20%
- 24%
- 6%
- 8%
- 31%

Legend:
- 5 weeks or fewer
- 6 weeks
- 8 weeks
- 10 weeks
- 12 weeks
- Full semester
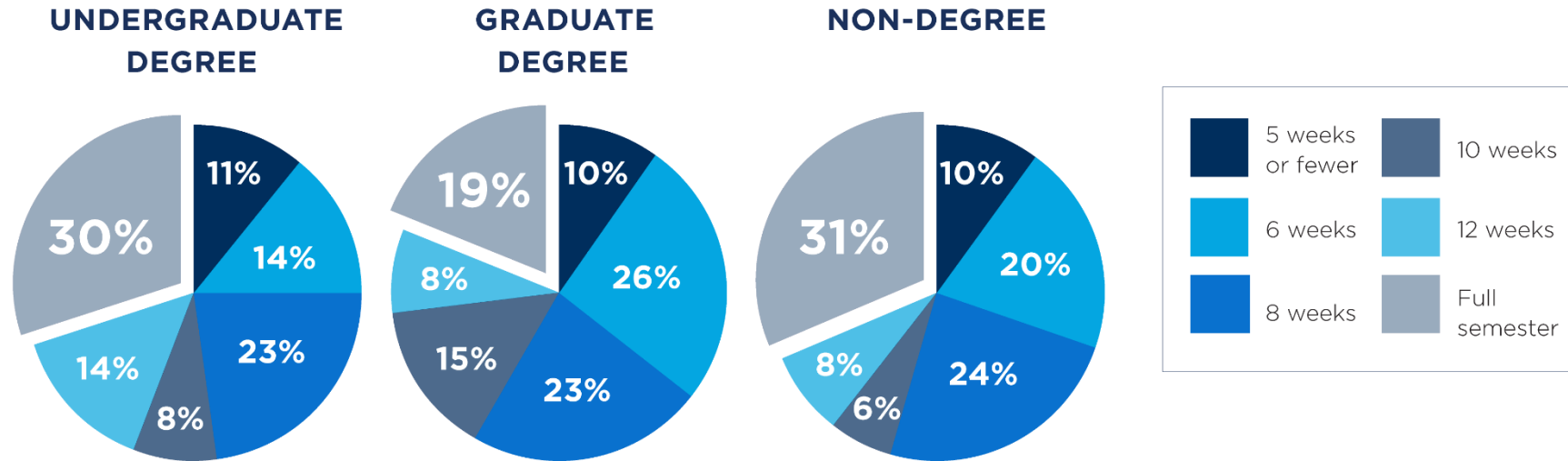
Online students vary in their demand for structure

TABLE 13: PREFERENCE: SELF-PACED OR STRUCTURED

UNDERGRADUATE DEGREE

43%
57%

GRADUATE DEGREE

47%
53%

NON-DEGREE

37%
63%

Self-paced with few deadlines during each class

Structured with regular due dates and deadlines throughout each class
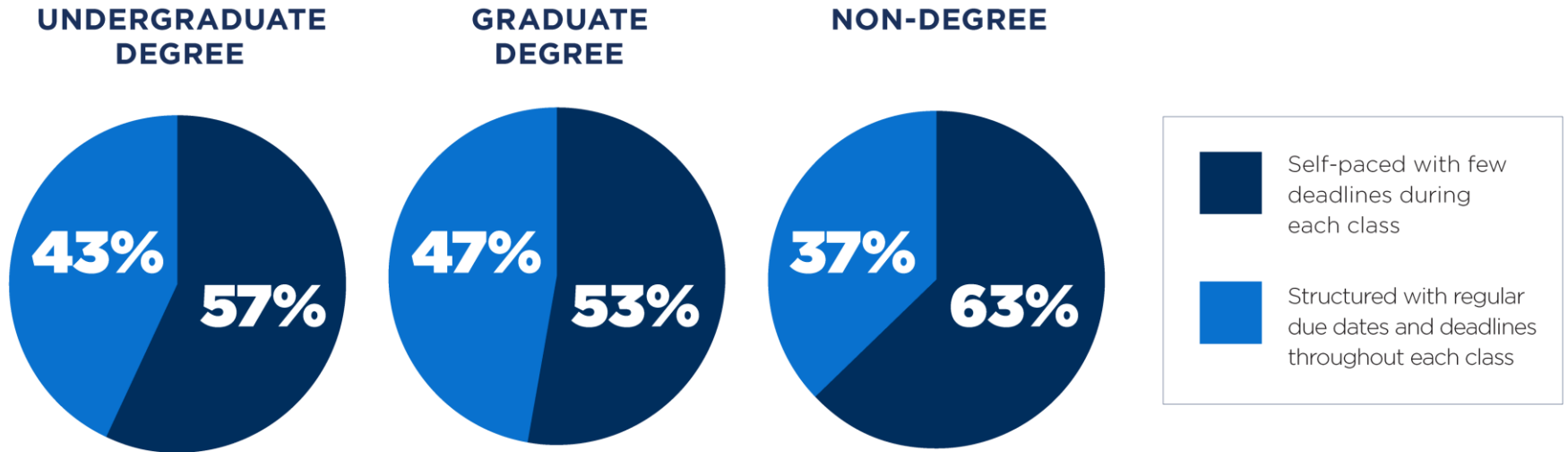
RNL's Graduate and Online Reports
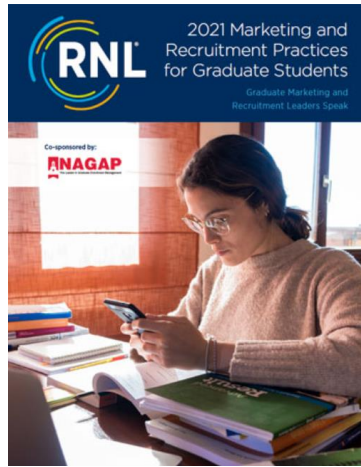
Key takeaways: RESEARCH

- 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

Charles Ramos, Vice President of Graduate and Online Solutions

How do you generate leads for your graduate and/or online programs?

Integrated media strategy

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

How do you measure lead generation ROI?

Enrollment goals drive media recommendations

Detailed monthly media plans

Media recommendations inform media spend

Inquiry collection
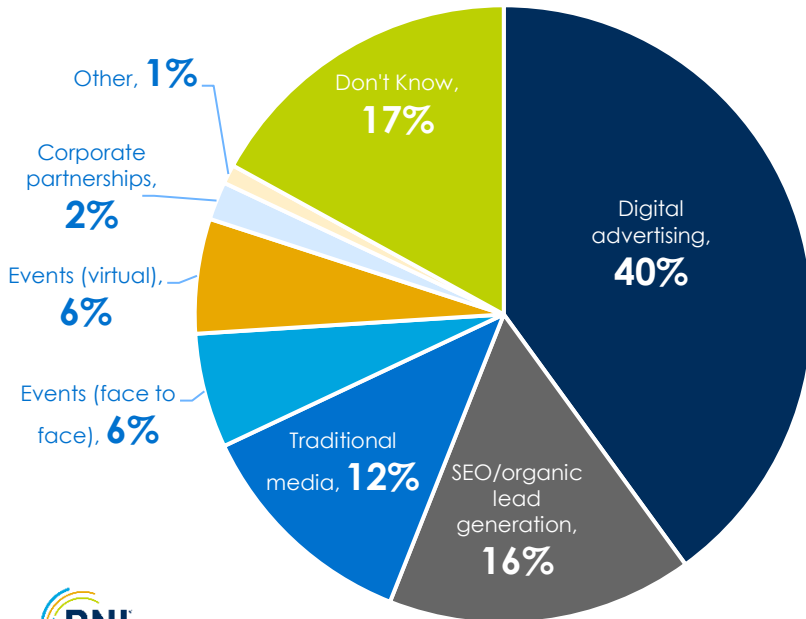
Transparent tracking and training

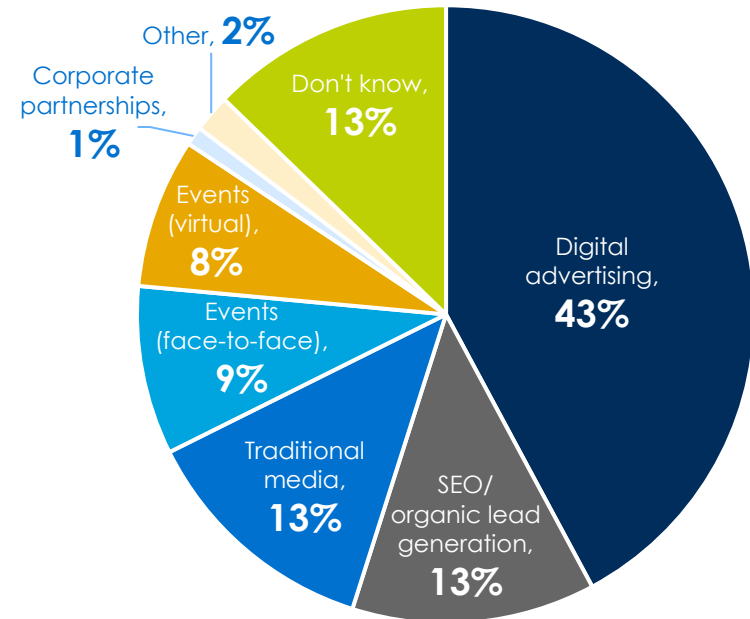How do you generate leads for your graduate and/or online programs?

How the typical marketing budget is being spent

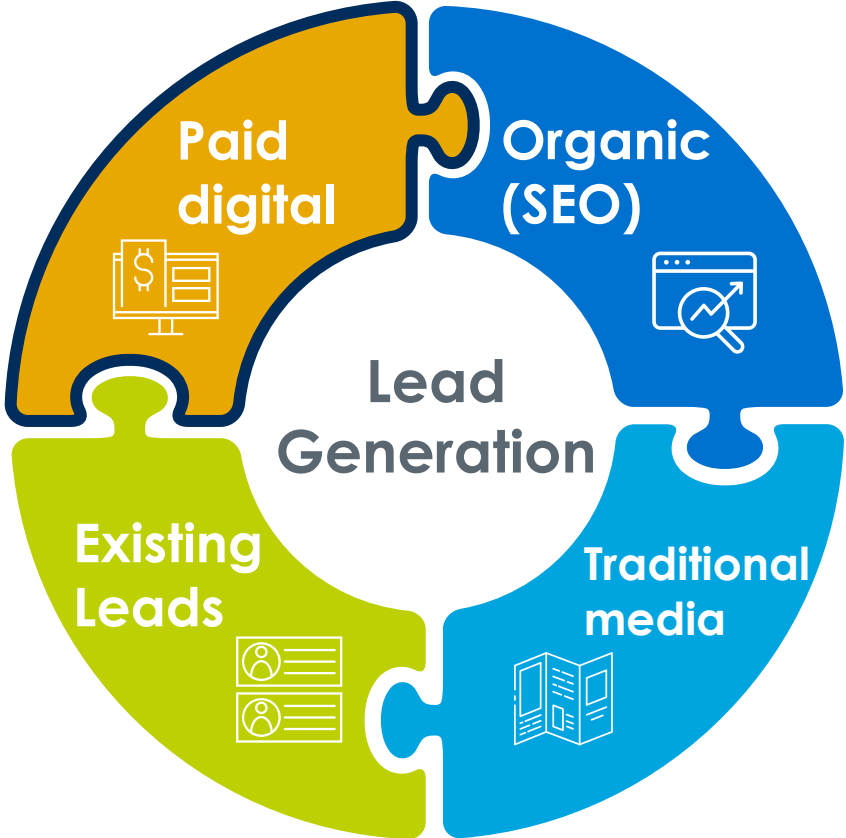## THE MARKETING AND RECRUITMENT BUDGETS FOR GRADUATE AND ONLINE PROGRAMS

PRIVATE
ALLOCATION OF MARKETING DOLLARS

- Don't Know, 17%
- Other, 1%
- Corporate partnerships, 2%
- Events (virtual), 6%
- Events (face to face), 6%
- Traditional media, 12%
- SEO/organic lead generation, 16%
- Digital advertising, 40%

PUBLIC
ALLOCATION OF MARKETING DOLLARS

- Other, 2%
- Corporate partnerships, 1%
- Don't know, 13%
- Events (virtual), 8%
- Events (face-to-face), 9%
- Traditional media, 13%
- SEO/organic lead generation, 13%
- Digital advertising, 43%

RNL

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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

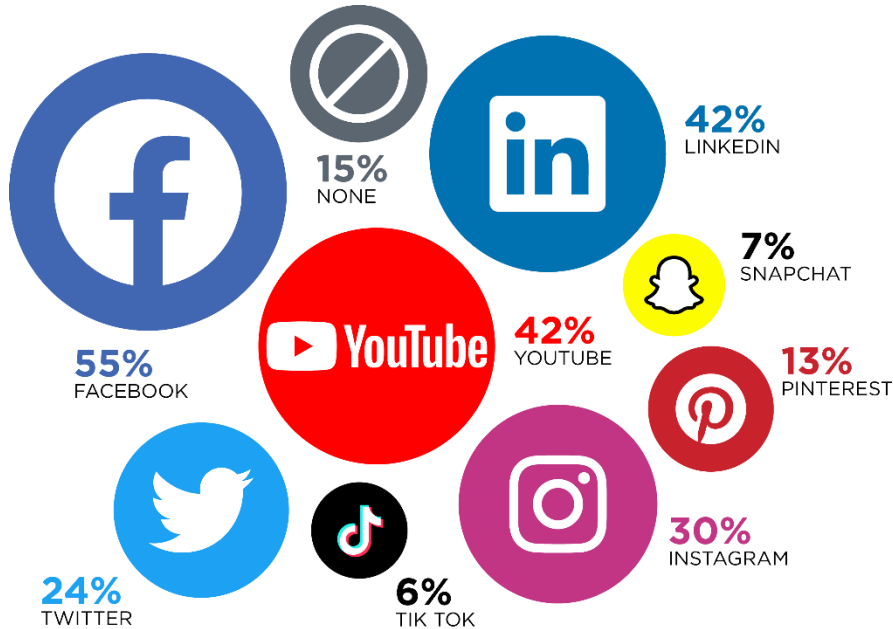Digital channels should include social, IP targeting, video, new and next channels
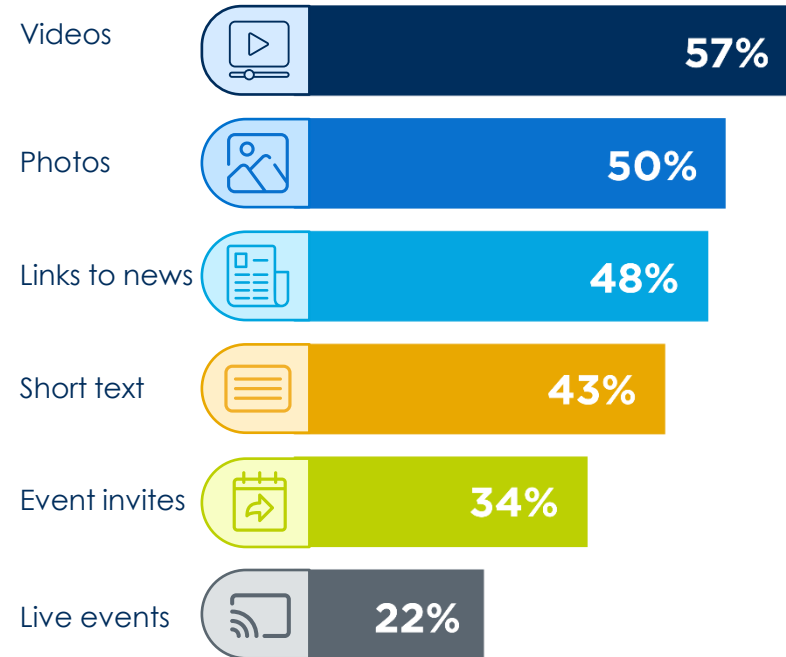
CHANGING REGULATIONS

Ever-changing regulations

68% of prospective students use social media in their search

PREFERRED SOCIAL MEDIA FOR GRADUATE PROGRAM INFO

15% NONE

42% LINKEDIN

7% SNAPCHAT

55% FACEBOOK

42% YOUTUBE

13% PINTEREST

24% TWITTER

6% TIK TOK

30% INSTAGRAM

PREFERRED CONTENT ON SOCIAL

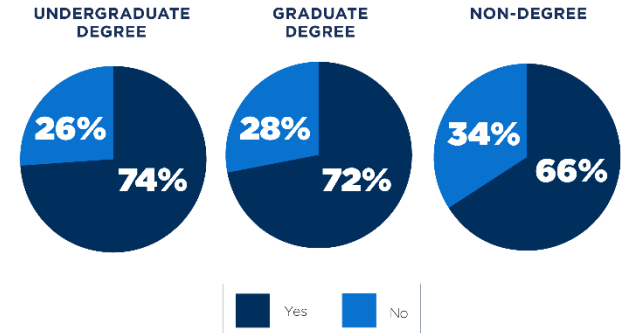| Content	Percentage
Videos	57%
Photos	50%
Links to news	48%
Short text	43%
Event invites	34%
Live events	22%

RNL

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

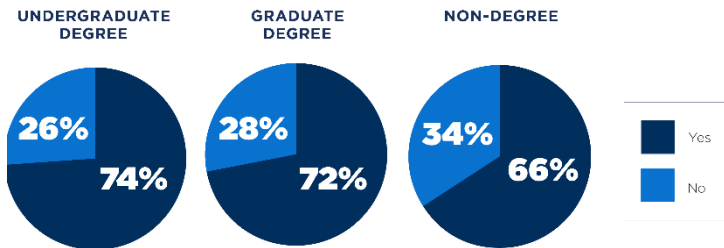| TABLE 15: SOURCES USED TO FIND ONLINE PROGRAMS OF INTEREST	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Search engines	89%	85%	95%
College/program search sites	77%	78%	61%
Ads on social media	58%	73%	57%
Someone I know	53%	56%	56%
Ads on websites	54%	52%	46%
Ads on streaming TV	51%	47%	36%
Ads 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

UNDERGRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
26% / 74%	28% / 72%	34% / 66%

Yes No

59

Online students click ads that speak to their "persona"

UNDERGRADUATE DEGREE
26% No
74% Yes

GRADUATE DEGREE
28% No
72% Yes

NON-DEGREE
34% No
66% Yes

Legend:
- Yes
- No

MOST COMPELLING REASON TO CLICK ON DIGITAL AD

Reason	Percentage
The ad copy was intriguing and interesting	52%
I didn't know the school, wanted to learn more	34%
I know the school but didn't know about their programs	31%
It was from a school of interest and reminded me to take the next step	20%
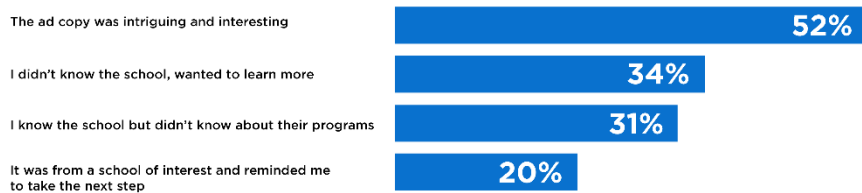
TABLE 19: ACTION AFTER CLICKING DIGITAL ADS

Legend:
- Undergraduate Degree
- Graduate Degree
- Non-Degree

Action	Undergraduate Degree	Graduate Degree	Non-Degree
Looked at information on a website	62%	61%	66%
Watched a video	49%	44%	46%
Filled out a form to have information sent to me	42%	39%	34%
Registered to attend an event	36%	26%	23%
Called a phone number offered in the ad	11%	14%	15%

Source: 2022 Online Student Recruitment Report, RNL
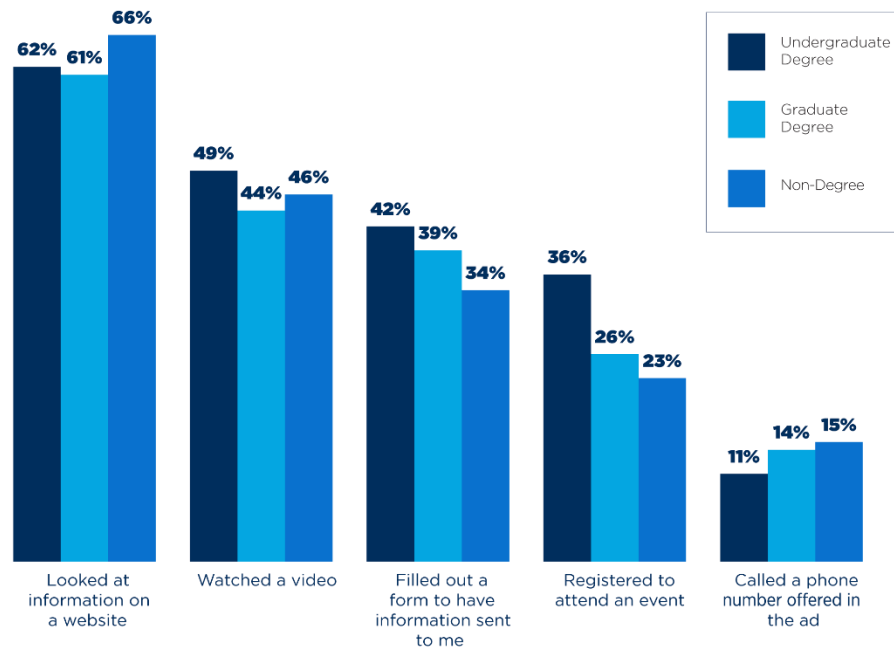
Integrated media strategy

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

TOP CHANNELS

- Organic search
- Direct
- Other
- Referral
- Email
- Social
- Paid search
- Display

50.8%

30.2%
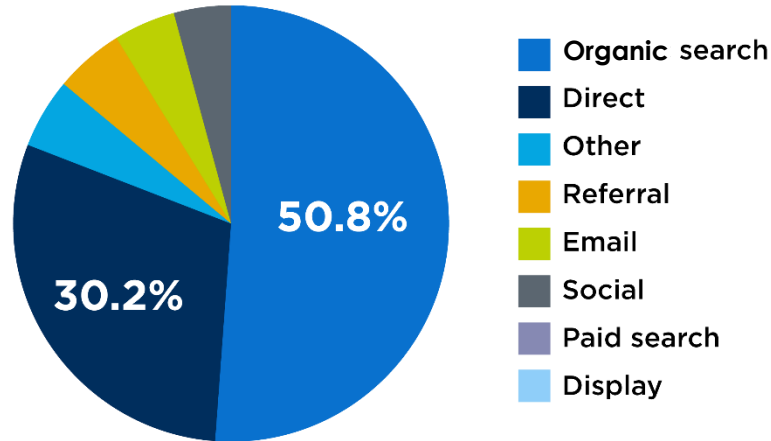
Approximately **50%** of all higher education website traffic comes from search engines.

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.

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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
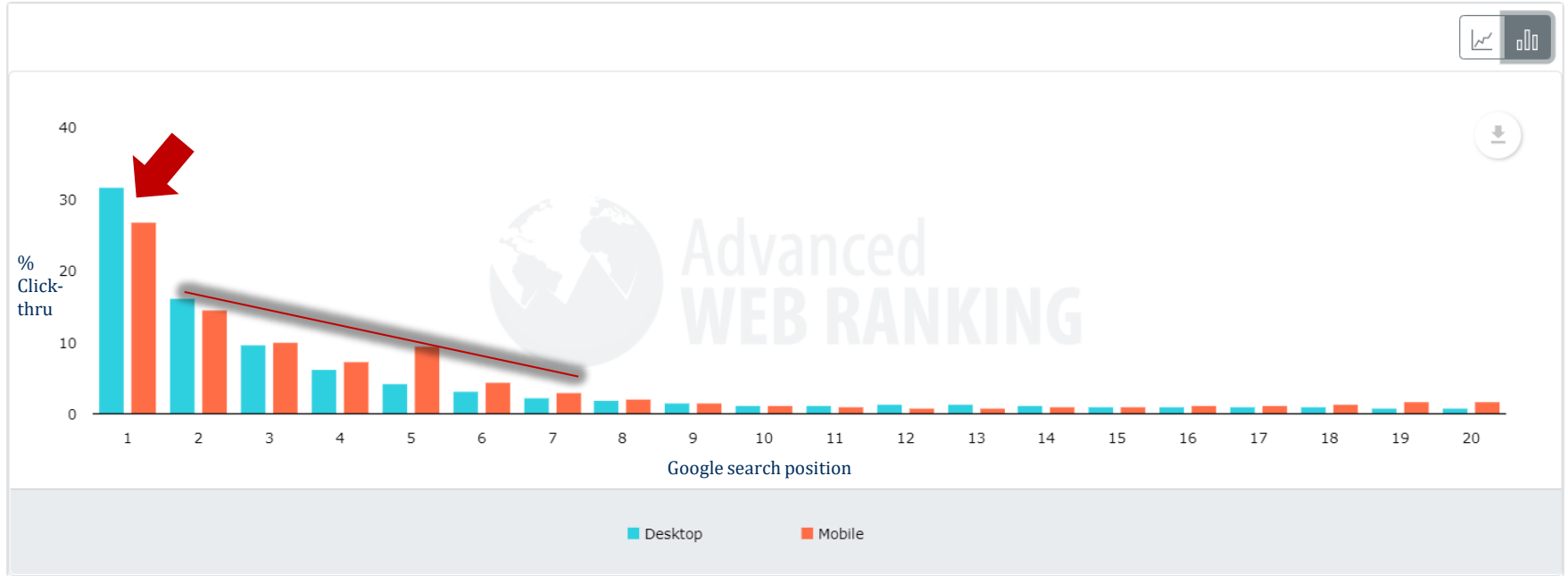
Online students are focused on practical factors

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

Factor	Undergraduate Degree	Graduate Degree	Non-Degree
Cost of tuition and fees	48%	42%	52%
Total time to complete my degree	35%	34%	35%
The match between program content and my interests	27%	31%	36%
The reputation of the institution	24%	32%	29%
Positive career opportunity/job placement info on graduates	27%	26%	26%
Personal attention from faculty and staff from inquiry through enrollment	19%	25%	18%

Great example of utilizing SEO to drive leads

Integrated media strategy

Paid digital

Organic (SEO)

Lead Generation

Existing Leads

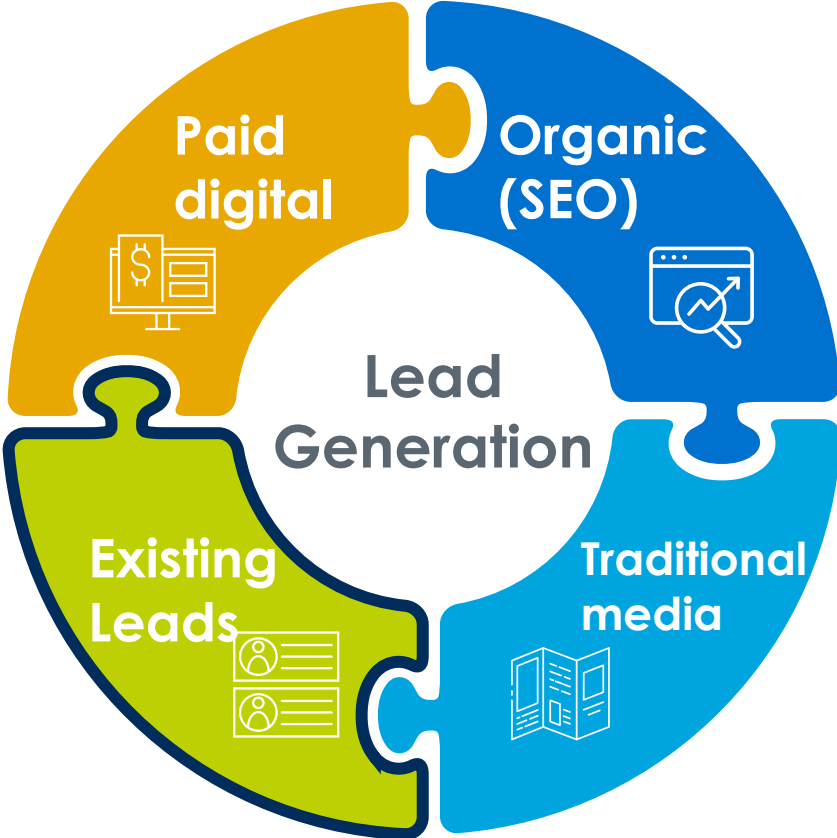Traditional media

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

Integrated media strategy

Lead Generation

Paid digital

Organic (SEO)

Existing Leads

Traditional media

How are cultivating existing leads?

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

Key takeaways: INQUIRY GENERATION

- 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?

4

The Winning Framework for Growth – Graduate & Online Populations

Holly Tapper, Vice President of Graduate and Online Solutions

Building a strong foundation for growth

Decisions driven by data and analytics

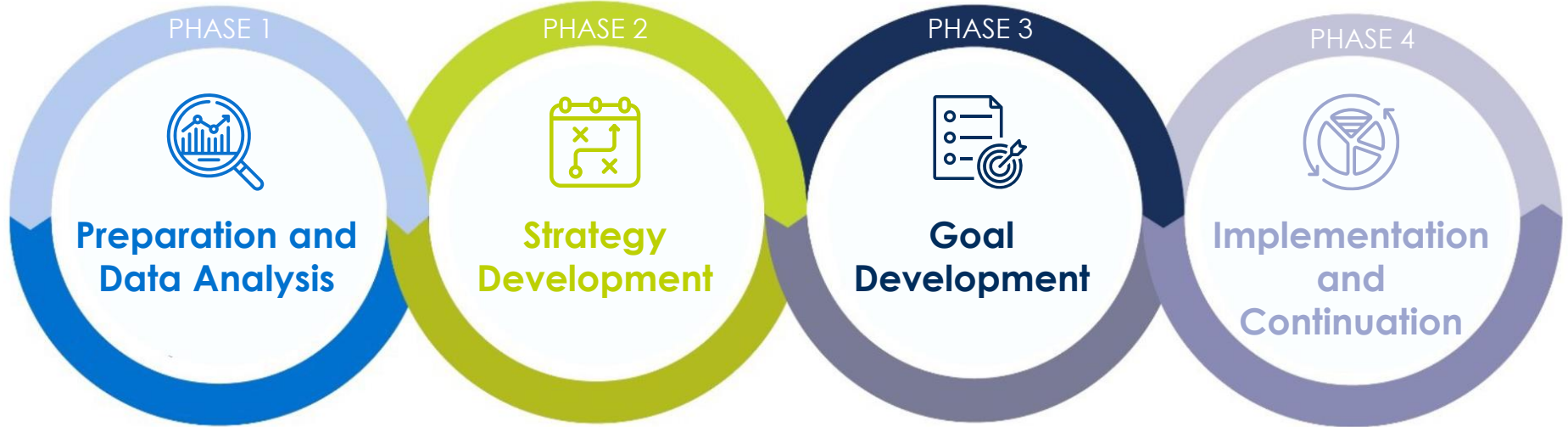**Direction guided by a comprehensive strategic plan**

Culture of investment

Remember your mission

Strategic Enrollment Planning

The four-phase recursive process

PHASE 1

Preparation and Data Analysis

PHASE 2

Strategy Development

PHASE 3

Goal Development

PHASE 4

Implementation and Continuation

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

- Tactic identification
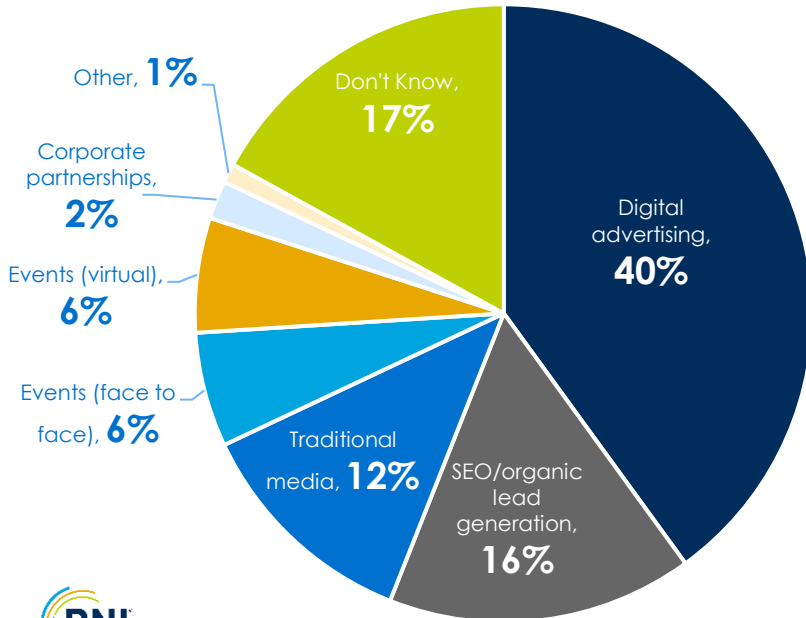- Strategy prioritization
- ROI considerations

- Enrollment projections
- Goal setting
- Written plan finalization

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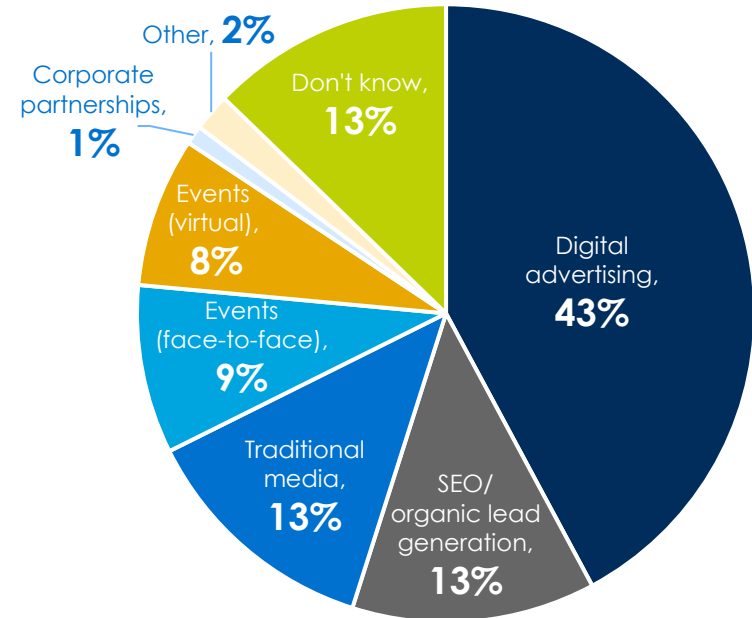- Monitor, evaluate, and update the plan

RNL

How the typical marketing budget is being spent

THE MARKETING AND RECRUITMENT BUDGETS FOR GRADUATE AND ONLINE PROGRAMS

PRIVATE
ALLOCATION OF MARKETING DOLLARS

- Digital advertising, **40%**
- SEO/organic lead generation, **16%**
- Traditional media, **12%**
- Events (face to face), **6%**
- Events (virtual), **6%**
- Corporate partnerships, **2%**
- Other, **1%**
- Don't Know, **17%**

PUBLIC
ALLOCATION OF MARKETING DOLLARS

- Digital advertising, **43%**
- SEO/organic lead generation, **13%**
- Traditional media, **13%**
- Events (face-to-face), **9%**
- Events (virtual), **8%**
- Corporate partnerships, **1%**
- Other, **2%**
- Don't know, **13%**

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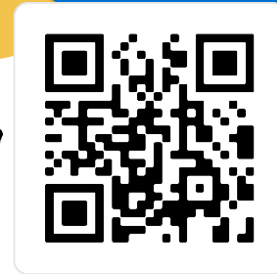
- OPM alternative
- Lead generation with full-funnel attribution
- Conversion
- Instructional design
- Consulting and research

scan me

Thank You

We appreciate your time and look forward to further conversations with your teams!

https://www.ruffalonl.com/graduate-online-enrollment-solutions/

RNL