



Strengthening Adult, Online, and Graduate Efforts

Dawn Fortin Mattoon

Assistant Vice President

Adult, Online and Graduate

Let's Explore

- Why Adult, Online and Graduate enrollment is important for future enrollment?
- What focus areas inform A.O.G. strategic enrollment planning?
- What are the best practices for recruiting and serving adult undergraduate and graduate students?
- How to strategically plan for A.O.G. growth?



Why Adult,
Online and
Graduate
Enrollment is
important for the
future?

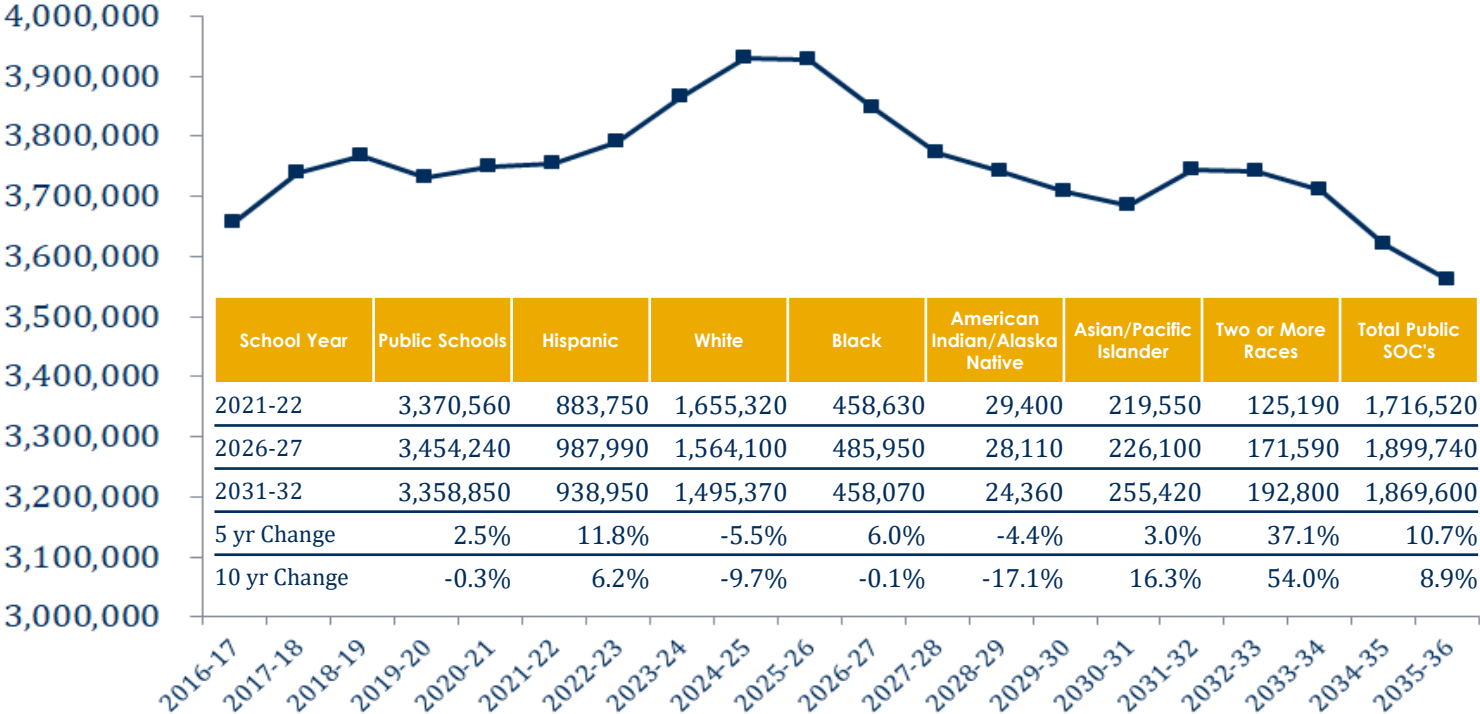
Adult, Graduate and Online

The “traditional” shift

- Traditional direct from HS enrollment is shifting and declining.
- Competition for adults and graduate students is intense.
- Attainment rates have increased over the recent decade.
- High entry-level wages create higher education competition.
- The higher education value proposition is in question.
- Digital connection is the new normal.
- Collaboration is critical.



Projected change in high school graduates



Source: Western Interstate Commission for Higher Education, Knocking at the College Door: Projections of High School Graduates, 2020, www.knocking.wiche.edu

Attainment by age

- Increase of 25+ with associate degrees from 9.5% to 10.5% between 2011 – 2021
- Increase of 25+ with bachelor's degree from 30.4% to 37.9 between 2011 – 2021
- Increase of 25+ with master's degree 50.2% to 54.5% (24.1 million) – Census.gov

Table 5. Median Age of Students by Sector, Level, and Enrollment Intensity, 2017-2022

Sector	Level	Fall 2017		Fall 2018		Fall 2019		Fall 2020		Fall 2021		Fall 2022	
		Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time
All Sectors	Undergraduate	20.6	23.9	20.5	23.8	20.5	23.5	20.5	23.4	20.5	23.4	20.4	23.0
	Graduate	27.0	32.6	27.0	32.6	27.0	32.6	27.1	32.5	26.9	32.7	26.8	32.8
Public 4-year	Undergraduate	20.6	24.1	20.5	24.3	20.5	24.0	20.5	23.8	20.5	23.6	20.4	23.4
	Graduate	26.3	31.7	26.3	31.7	26.3	31.8	26.3	31.8	26.2	31.9	26.1	32.0
Private nonprofit 4-year	Undergraduate	20.5	29.3	20.5	29.2	20.5	28.8	20.5	28.6	20.5	28.7	20.5	28.4
	Graduate	26.9	32.7	26.9	32.8	27.0	32.8	27.1	32.8	26.9	33.1	26.8	33.2
Private for-profit 4-year	Undergraduate	30.4	32.6	30.3	32.5	30.2	32.3	29.9	31.9	29.9	32.2	29.8	32.1
	Graduate	37.1	38.3	37.0	38.5	36.4	38.6	36.1	38.5	36.0	38.7	35.9	38.5
PABs*	Undergraduate	20.6	23.0	20.4	23.1	20.2	22.8	20.3	22.8	20.2	22.7	20.0	22.3
Public 2-year	Undergraduate	20.2	23.0	20.1	22.8	19.9	22.5	20.0	22.2	19.9	22.2	19.8	21.7

Percent of U.S. Undergraduates that are 25+

34%



6,418,366



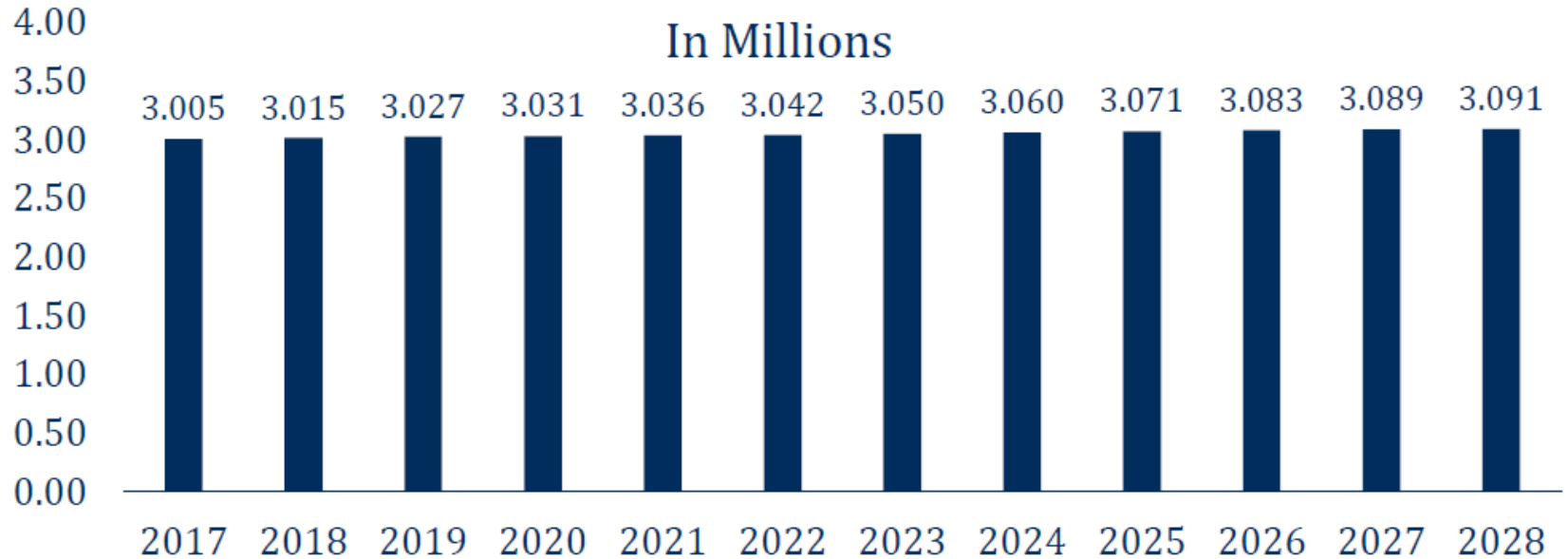
SOURCE: U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), Fall Enrollment component final data (2003 - 2019) and provisional data (2021).

Community College Landscape

A profile of today's student

- Fall 2021 saw a 16% increase in students aged 24 or older considered first-time freshmen.
- Nearly one-third of all public 2-year college enrollment is classified as “other Undergraduate”.
 - Undergraduate certificate/diploma, teacher preparation and special non-credential programs that have been classified by institutions as undergraduate programs, as well as enrollments that are not part of any structured program.
- Nearly one-half of all 2-year college students are enrolled part-time.

Graduate enrollment is expected to be flat or increase slightly from 2022 to 2028

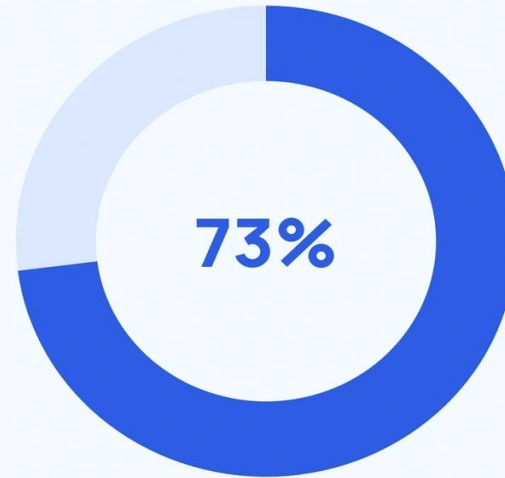


Online Growth

The demand for eLearning has risen by 400% since COVID-19 began

“Tens of thousands of 18 – 24-year-olds are now enrolling at Western Governors, Southern New Hampshire and other national online institutions” By Susan D’Agostino, Inside Higher Education, October 14, 2022

73% of US students want to continue taking online classes after the pandemic









What factors
impact Adult,
Online and
Graduate
Enrollment?

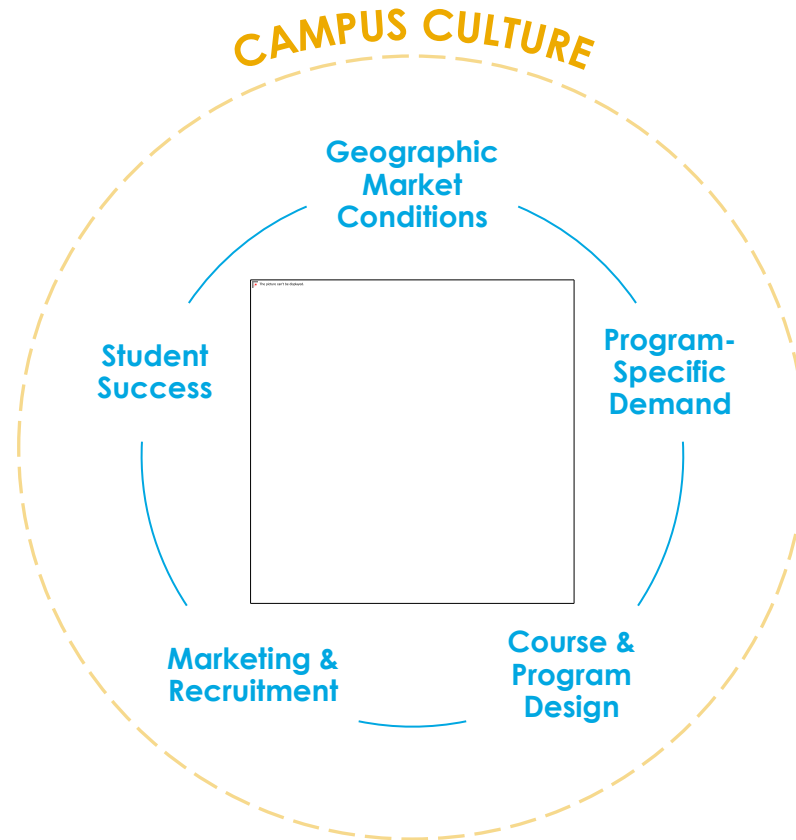
Does your campus
embrace and
celebrate adult
learners?

Campus Culture

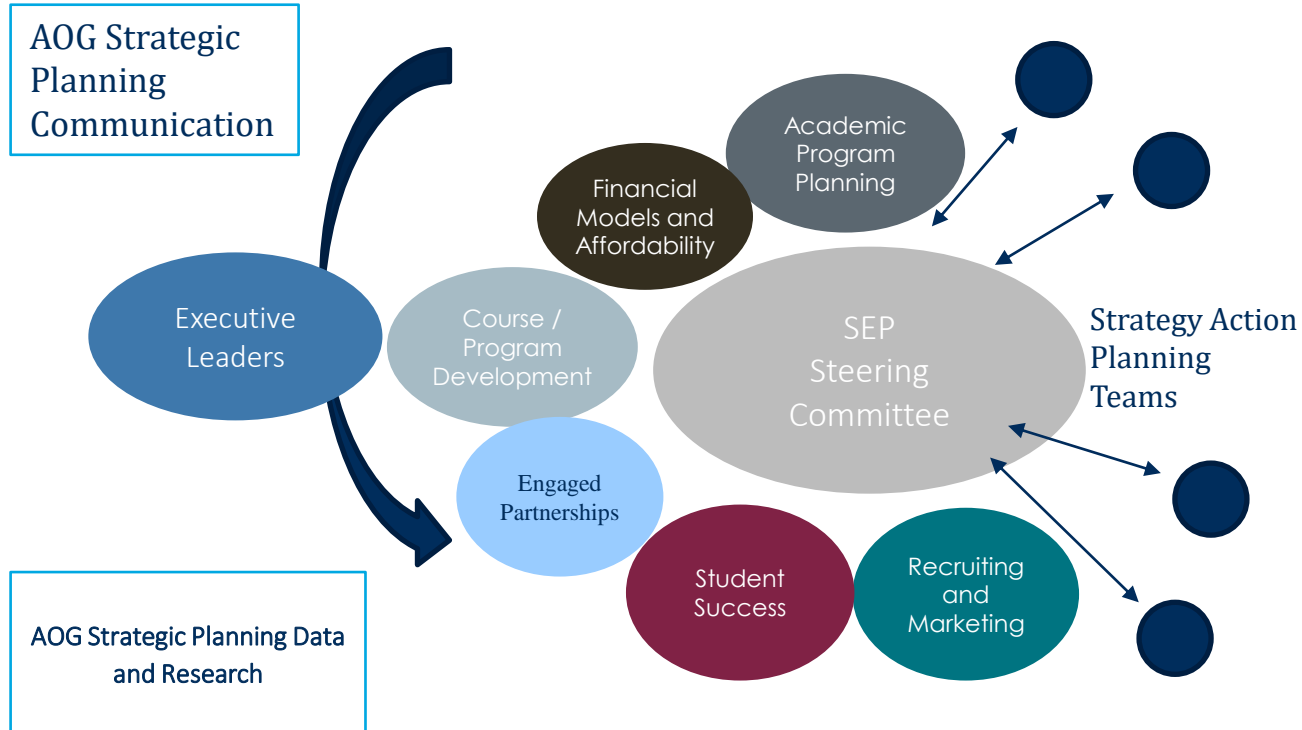
Do your institutions have “adult friendly” cultures?

- Adult specific recruitment and communication strategies are in place
- Policies, procedures, physical space and hours of operations recognize adult needs
- Programs are designed and delivered based on adult student demands
- Instructor development includes “andragogy” insights
- Student success support and initiatives are customized for adult learners
- The campus is proud to serve adults and shares adult testimonials

Factors that influence adult, online and graduate enrollment



Adult, Online and Graduate SEP working groups



AOG Strategic Enrollment Planning involves:



- **Program** (academic, co-curricular, services, support)
- **Place** (on-site, off-site, online, hybrid)
- **Price and Revenue** (tuition, fees, discounts, incentives)
- **Promotion** (digital marketing, recruitment, web presence)
- **Purpose and Identity** (mission, distinctiveness, brand, ranking, reputation)
- **Process** (search, instruction, student support, engagement)

A blue-tinted photograph of a university courtyard. In the foreground, there are several large, classical-style columns supporting a series of arches. The courtyard is paved and has some greenery. In the background, a large, ornate building with a prominent dome and a spire is visible. The overall scene is framed by the arches and columns, creating a sense of depth and architectural grandeur.

Program Strategy

Identifying Potential Program

Look for the Sweet Spot of Opportunity



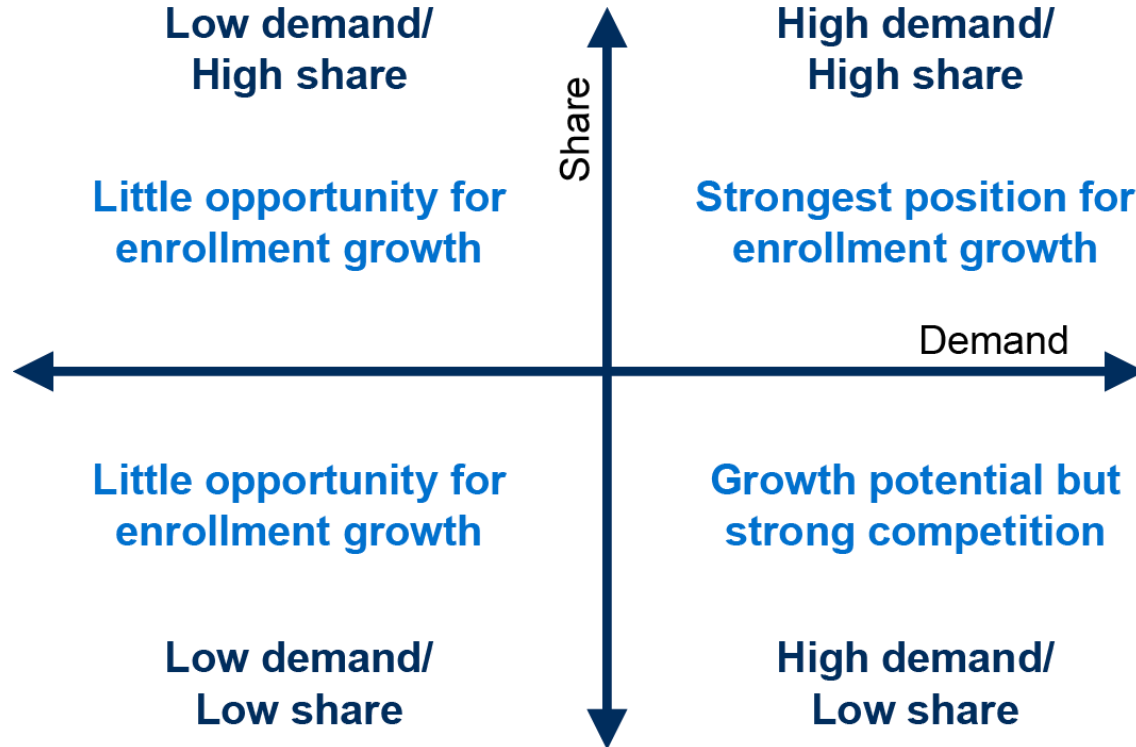
Your Adult, Online and Graduate Programs

Considerations for the Program Portfolio

- Program Demand
 - # of completions?
 - Labor market?
- Program Competition
 - Size of the market?
 - Who are the players?
 - Market distribution?
- Program Quality
 - Institutional Capacity?
 - Cost of Entry

*Program demand market
research is CRITICAL!*

How is your *portfolio of programs* distributed?



A background image showing a group of students sitting on bleachers in a school setting. They are holding papers and laptops, suggesting a classroom or study environment. The image is overlaid with a semi-transparent blue filter.

US Largest Degree / Growth Areas

RNL Program Research

25 Largest Associate Degree Subjects

PROGRAM	ALL FORMATS			ONLINE AVAILABLE			CLASSROOM-ONLY		
	TOTAL DEGREES 2021	5-YEAR GROWTH #	5-YEAR GROWTH %	TOTAL ONLINE DEGREES	5-YEAR GROWTH #	5-YEAR GROWTH %	TOTAL CLASSROOM DEGREES	5-YEAR GROWTH #	5-YEAR GROWTH %
Liberal Arts and Sciences/Liberal Studies	262,068	10,920	4%	146,060	15,656	12%	116,008	(4,736)	(4%)
General Studies	100,451	6,451	7%	52,707	4,671	10%	47,744	1,780	4%
Registered Nursing	83,797	5,661	7%	7,504	3,755	100%	76,293	1,906	3%
Business Administration and Management	59,725	6,600	12%	34,171	8,821	35%	25,554	(2,221)	(8%)
Biological and Physical Sciences	25,627	2,364	10%	5,296	3,330	169%	20,331	(966)	(5%)
Humanities/Humanistic Studies	19,957	2,076	12%	5,374	1,565	41%	14,583	511	4%
Psychology	18,637	8,393	82%	5,272	3,227	158%	13,365	5,166	63%
Liberal Arts Studies, Humanities	18,456	(70)	(0%)	14,060	3,015	27%	4,396	(3,085)	(41%)
Business/Commerce	17,849	(288)	(2%)	11,593	1,960	20%	6,256	(2,248)	(26%)
Criminal Justice/Law Enforcement Administration	12,110	4,529	60%	2,823	483	21%	9,287	4,046	77%
Social Sciences	11,780	(134)	(1%)	3,620	(680)	(16%)	8,160	546	7%
Health Services/Allied Health/Health Sciences	9,393	6,888	275%	1,980	1,716	650%	7,413	5,172	231%
Biology/Biological Sciences	8,261	3,574	76%	592	339	134%	7,669	3,235	73%
Criminal Justice/Safety Studies	7,791	(1,538)	(16%)	4,463	(281)	(6%)	3,328	(1,257)	(27%)
Criminal Justice/Police Science	7,741	(6,291)	(45%)	2,888	(129)	(4%)	4,853	(6,162)	(56%)
Early Childhood Education	7,459	39	1%	2,951	319	12%	4,508	(280)	(6%)
Automobile/Automotive Mechanics Technology	7,084	(309)	(4%)	99	67	209%	6,985	(376)	(5%)
Physical Therapy Assistant	6,970	(45)	(1%)	335	195	139%	6,635	(240)	(3%)
Sociology	6,887	3,615	110%	1,334	1,041	355%	5,553	2,574	86%
Accounting Technology and Bookkeeping	6,640	(1,974)	(23%)	2,549	(704)	(22%)	4,091	(1,270)	(24%)
Radiologic Technology	6,592	632	11%	707	374	112%	5,885	258	5%
Medical/Clinical Assistant	6,342	(8,515)	(57%)	936	(1,078)	(54%)	5,406	(7,437)	(58%)
Child Care Provider/Assistant	6,052	1,239	26%	895	444	98%	5,157	795	18%
Speech Communication and Rhetoric	5,705	1,472	35%	927	668	258%	4,778	804	20%
Dental Hygiene/Hygienist	5,647	(148)	(3%)	246	185	303%	5,401	(333)	(6%)

25 Largest Bachelor's Degree Subjects

PROGRAM	ALL FORMATS			ONLINE AVAILABLE			CLASSROOM-ONLY		
	TOTAL DEGREES 2021	5-YEAR GROWTH #	5-YEAR GROWTH %	TOTAL ONLINE DEGREES	5-YEAR GROWTH #	5-YEAR GROWTH %	TOTAL CLASSROOM DEGREES	5-YEAR GROWTH #	5-YEAR GROWTH %
Registered Nursing	154,475	25,603	20%	103,537	24,723	31%	50,938	880	2%
Business Administration and Management	146,202	5,784	4%	73,827	17,340	31%	72,375	(11,556)	(14%)
Psychology	114,042	737	1%	31,737	10,075	47%	82,305	(9,338)	(10%)
Biology/Biological Sciences	81,399	6,579	9%	3,142	2,448	353%	78,257	4,131	6%
Accounting	48,145	(4,752)	(9%)	12,645	4,625	58%	35,500	(9,377)	(21%)
Finance	46,441	7,372	19%	5,798	2,474	74%	40,643	4,898	14%
Marketing/Marketing Management	43,443	7,347	20%	9,576	4,974	108%	33,867	2,373	8%
Political Science and Government	42,386	5,103	14%	3,860	2,092	118%	38,526	3,011	8%
Computer Science	39,014	19,283	98%	3,765	2,374	171%	35,249	16,909	92%
Mechanical Engineering	36,502	7,026	24%	639	133	26%	35,863	6,893	24%
Speech Communication and Rhetoric	32,167	(3,047)	(9%)	6,006	3,028	102%	26,161	(6,075)	(19%)
Criminal Justice/Safety Studies	31,169	(633)	(2%)	15,551	2,234	17%	15,618	(2,867)	(16%)
English Language and Literature	31,149	(6,176)	(17%)	2,801	1,212	76%	28,348	(7,388)	(21%)
Elementary Education and Teaching	30,512	1,344	5%	7,830	4,273	120%	22,682	(2,929)	(11%)
Sociology	29,451	(1,766)	(6%)	4,559	1,650	57%	24,892	(3,416)	(12%)
Exercise Science and Kinesiology	27,072	3,183	13%	2,417	1,844	322%	24,655	1,339	6%
Computer and Information Sciences	25,818	8,968	53%	4,799	2,208	85%	21,019	6,760	47%
History	24,920	(2,630)	(10%)	2,875	1,449	102%	22,045	(4,079)	(16%)
Liberal Arts and Sciences/Liberal Studies	24,904	11	0%	10,720	1,263	13%	14,184	(1,252)	(8%)
Business/Commerce	24,828	(80)	(0%)	10,989	1,745	19%	13,839	(1,825)	(12%)
Economics	24,186	(11,877)	(33%)	2,090	891	74%	22,096	(12,768)	(37%)
Multi-/Interdisciplinary Studies	24,057	(819)	(3%)	12,597	3,355	36%	11,460	(4,174)	(27%)
Social Work	21,340	396	2%	4,883	3,571	272%	16,457	(3,175)	(16%)
Mathematics	21,022	690	3%	412	189	85%	20,610	501	2%
Electrical and Electronics Engineering	16,935	1,194	8%	832	141	20%	16,103	1,053	7%

25 Largest Master's Degree Subjects

PROGRAM	ALL FORMATS			ONLINE AVAILABLE			CLASSROOM-ONLY		
	TOTAL DEGREES 2021	5-YEAR GROWTH #	5-YEAR GROWTH %	TOTAL ONLINE DEGREES	5-YEAR GROWTH #	5-YEAR GROWTH %	TOTAL CLASSROOM DEGREES	5-YEAR GROWTH #	5-YEAR GROWTH %
Business Administration and Management	105,395	(1,280)	(1%)	82,377	19,669	31%	23,018	(20,949)	(48%)
Social Work	32,030	5,038	19%	18,583	12,178	190%	13,447	(7,140)	(35%)
Educational Leadership and Administration	20,044	1,630	9%	14,120	3,612	34%	5,924	(1,982)	(25%)
Registered Nursing	18,725	3,510	23%	14,230	4,734	50%	4,495	(1,224)	(21%)
Education	17,801	(2,496)	(12%)	10,167	332	3%	7,634	(2,828)	(27%)
Curriculum and Instruction	16,721	(258)	(2%)	13,456	1,270	10%	3,265	(1,528)	(32%)
Accounting	16,519	(3,192)	(16%)	6,499	1,720	36%	10,020	(4,912)	(33%)
Management Science	15,708	12,868	453%	6,436	4,753	282%	9,272	8,115	701%
Special Education and Teaching	15,560	3,476	29%	10,676	5,522	107%	4,884	(2,046)	(30%)
Computer Science	14,359	1,880	15%	5,274	2,315	78%	9,085	(435)	(5%)
Family Practice Nurse/Nursing	14,084	4,532	47%	9,326	4,024	76%	4,758	508	12%
Health Care Administration/Management	13,267	3,973	43%	10,775	5,354	99%	2,492	(1,381)	(36%)
Public Administration	12,201	(475)	(4%)	7,195	2,146	43%	5,006	(2,621)	(34%)
Computer and Information Sciences	11,280	1,470	15%	6,254	4,201	205%	5,026	(2,731)	(35%)
Counselor Education/School Counseling	10,959	(289)	(3%)	3,945	2,179	123%	7,014	(2,468)	(26%)
Public Health	10,804	1,874	21%	6,353	3,008	90%	4,451	(1,134)	(20%)
Physician Assistant	10,394	2,712	35%	612	79	15%	9,782	2,633	37%
Management Sciences and Quantitative Methods	10,204	9,033	771%	3,527	3,268	1262%	6,677	5,765	632%
Elementary Education and Teaching	8,958	1,477	20%	5,038	2,354	88%	3,920	(877)	(18%)
Business/Commerce	8,462	(373)	(4%)	5,533	1,928	53%	2,929	(2,301)	(44%)
Nursing Administration	8,325	3,086	59%	7,713	3,142	69%	612	(56)	(8%)
Electrical and Electronics Engineering	8,241	(5,184)	(39%)	3,404	(1,005)	(23%)	4,837	(4,179)	(46%)
Counseling Psychology	8,116	(1,034)	(11%)	3,654	1,905	109%	4,462	(2,939)	(40%)
Mechanical Engineering	7,198	(391)	(5%)	2,295	(45)	(2%)	4,903	(346)	(7%)
Organizational Leadership	7,046	2,892	70%	6,171	2,839	85%	875	53	6%

Adult, Online and Graduate Program Planning

Academic
Program Planning



Critical Questions

- What do employers and students need?
 - Invest in market demand research
- What is your institution's program strength?
 - Do you have capacity?
- Who is the competition?
 - How much market share can be gained?



Student Success

What do Adult, Online and Graduate students want

Factors that influence graduate enrollment

Enrollment factor	Importance
Academic reputation	80%
Cost	79%
Future employment opportunities	77%
Financial Aid/ Scholarships	75%
Flexible (evening & weekend) courses	68%
Campus location (close to home or work)	67%
Personal attention prior to enrollment	64%
Family, friends and employers	58%
Size of institution	48%

What do Adult, Online and Graduate students want

Factors that influence adult online enrollment

Enrollment factor	Importance
Convenience	91%
Flexible pace for program completion	90%
Work schedule	89%
Program requirements	85%
Cost	85%
Transferability of prior course-work	83%
Institution's reputation	82%
Financial assistance available	82%
Future employment opportunities	80%
Distance from campus	66%
Employer (recommendations)	59%



Source: RNL Adult Priorities Survey and the RNL Priorities Survey for Online Students

Meet Service Expectations

1. Evening and weekend hours
2. Prompt response to inquiries
3. College contact list
4. Academic degree-completion planning
5. Financial aid
6. Availability of resources online
7. Orientation to college
8. Orientation to the online learning environment
9. Responsive faculty
10. Regular and substantive feedback in the learning environment

Equip for Adult, Online and Graduate Student *SUCCESS!*

- Collect performance data.
- Survey for student satisfaction.
- Implement pro-active student support (measure and alert).
- Align team, policies, services and student experience with data insights.
- Understand factors and invest accordingly.
- Develop recruitment plans that align with predictive success data.
- Ensure students support is designed for adult needs.

Adult, Online and Graduate Student Success

Student Success



Critical Questions

- Is Adult student success institutionalized?
- Are you collecting student success data?
- Do you use the data to inform future practices and to pro-actively support students?
- What is the adult student journey?
- Is continuing student communication planned and organized?
- Are the appropriate supports in place?
 - Online tutoring
 - Refresh support
 - Mental health
 - Basic needs

A person wearing a blue checkered shirt is holding a smartphone in their right hand and has their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text 'AOG Recruitment and Marketing' is centered in white.

AOG
Recruitment and
Marketing

Connecting with the Audience

- Organic web lead generation: SEO, getting to the top of search
- Paid online advertising: digital lead generation based on sophisticated personas and messaging architecture
- Business development
- Off-campus events
- On-campus events and online hosted events (live and on-demand)
- Market to your UG alumni (class visits, mail to UG majors)
- Referrals (current student, alumnus, faculty, etc.)
- Lists (GRE, GMAT, etc.)
- Radio, TV, print advertising

Connecting with the Audience

What is most influential?

- Organic web lead generation: SEO, getting to the top of search
- Paid online advertising: digital lead generation based on sophisticated personas and messaging architecture
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Adult, Online and Graduate Student

Recruitment and Marketing

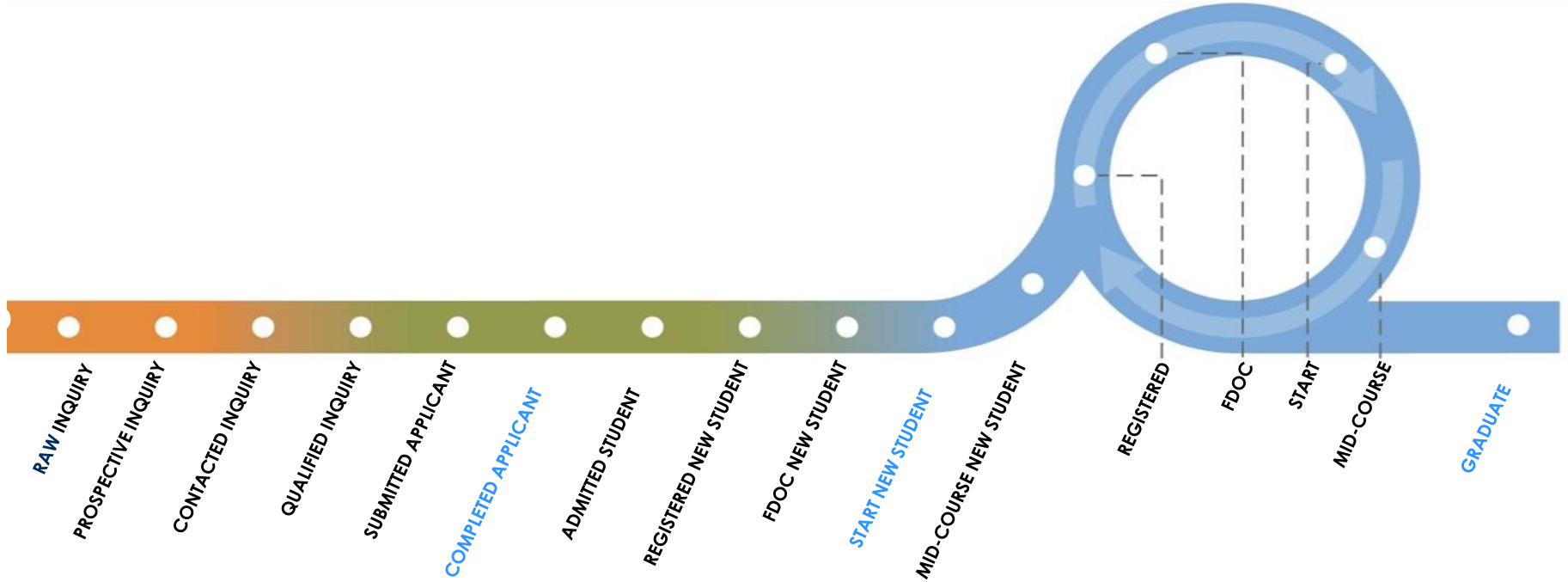
- SEO and digital lead strategy is dynamic, evaluated and consistently updated and accordingly updated.
- Program marketing is prioritized to maximize ROI and enrollment.
- Communication flow is developed and refined by student persona.
- Drip campaigns and student responses are timely and personalized.
- Know your target audience and determine how to engage.
- Set goals and measure effectiveness continuously.

Understand What Others Are Offering

Sample competitor grid

Institutions	Program Type	Price	Credit Hours	Modality
Competitor 1	Ed.D.	\$825	47	Blended
Competitor 2	Ed.D.	\$875	48	80/20 ground-based
Competitor 3	Ed.D. (Organizational Leadership)	\$875	57	On Ground
Competitor 4	Ed.D.	\$857	60	Blended Online/On Ground using Blackboard; late afternoons and weekends
Competitor 4	Ed.D. (Educational Administration or Teacher Leadership)	\$870	53	Online
Competitor 5	Ed.D.	\$885	54	Blended Online/On Ground
Competitor 6	Ed.D. (Educational Leadership)	\$1,340	56-60	60/40 Online/On Ground
Competitor 7	Ed.D. (Educational Leadership)	\$1,420	43	On Ground
Competitor 8	Ed.D. (Leadership Studies)	\$1,320	63	On Ground

Today's Funnel



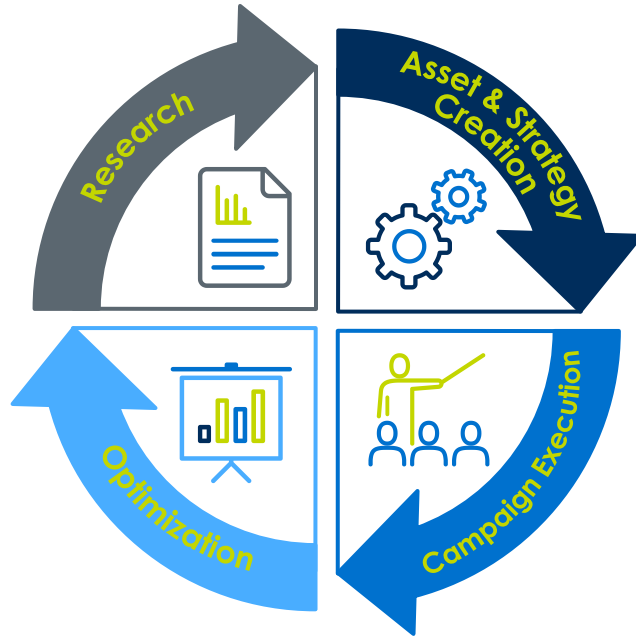


A Comprehensive Lead Generation Solution



Paid Digital Lead Generation

Cohesive, Collaborative, and Continuous



Discovery and Onboarding

- Understand goals and university needs

Persona Development

- Understand your student audiences

Strategy and Planning

- Leverage content marketing approaches to create highly measurable experiences

Creative Development

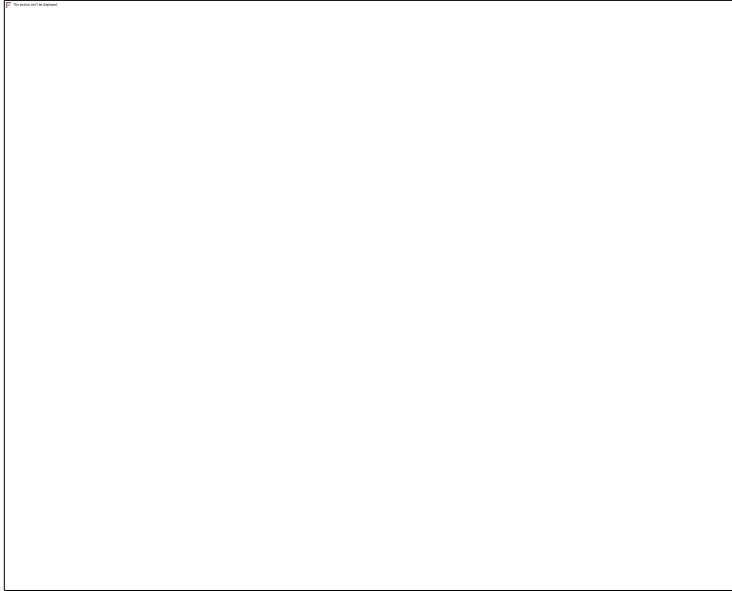
- Infuse brand standards with best practices and gained insights

Testing, Analysis, and Optimization

- Connect often; review and refine

***RADICAL transparency with sharing
campaign outcomes, details,
and challenges***

Organic Lead Generation

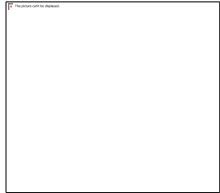
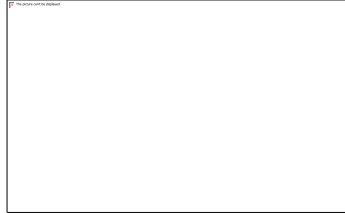


- Approximately 50% of all higher education website traffic comes from search engines.
- 77% of students will use a search engine to access a website **EVEN** if they know which school they want to look up.

Converting the Lead

- Adults have consumer mentalities
- Respond quickly to leads; the longer it sits, the colder it gets
- Use an omni-channel approach
 - Texting
 - Calling with visual caller ID
 - Emails with custom curated content based on each student's interests or concerns
 - Retarget
 - First-party data match to deploy display ads
 - Online events (live and on-demand)
- Personalization is key
- Assume they are contacting the competition
- Provide superior service and secret-shop yourself

Inquiry development: Media mix optimization



PLANNING		May 2021					
55% through the month							
52% of planned budget spent							
	Goals	Planned	Actual	Capped	Uncapped	Recommend	
Campaign Summary		Budget	-- \$ 183,500.00	\$ 95,804.08	\$ 133,909.62	\$ 172,725.34	\$ 484,762.03
	Inquiry	--	662	475	661	861	2,729
Paid		Budget	-- \$ 183,500.00	\$ 95,804.08	\$ 133,909.62	\$ 172,725.34	\$ 484,762.03
	Inquiry	--	662	475	661	861	2,380
Affiliate		Budget	-- \$ --	--	--	--	\$ 7,017.23
	Inquiry	--	--	--	--	--	119
Paid Search		Budget	-- \$ 124,500.00	\$ 68,215.14	\$ 91,259.56	\$ 123,704.57	\$ 348,920.76
	Inquiry	--	460	347	460	629	1,741
Brand		Budget	-- \$ 45,000.00	\$ 24,700.52	\$ 29,595.75	\$ 44,802.04	--
	Inquiry	--	195	161	195	292	--
Generic		Budget	-- \$ 15,000.00	\$ 6,594.02	\$ 9,817.51	\$ 11,868.93	--
	Inquiry	--	67	45	67	81	--
Program		Budget	-- \$ 64,500.00	\$ 36,920.60	\$ 51,846.30	\$ 67,033.60	--
	Inquiry	--	198	141	198	256	--
Paid Social		Budget	-- \$ 55,000.00	\$ 25,555.62	\$ 40,830.02	\$ 46,290.71	\$ 128,824.04
	Inquiry	--	189	118	189	214	520
Inquiry Generation		Budget	-- \$ 51,000.00	\$ 24,534.02	\$ 39,467.90	\$ 44,588.06	--
	Inquiry	--	185	115	185	209	--
Re-targeting		Budget	-- \$ 4,000.00	\$ 1,021.60	\$ 1,362.12	\$ 1,702.65	--
	Inquiry	--	--	--	--	--	--

Generating leads via your website starts with good search engine optimization

What matters to Google?

- High-quality content
- Mobile-first
- Page Experience
- Page speed
- On-page optimization
- Internal links
- External links

Your Website: Friend or Foe

- 75% of interested students go directly to your website
- Adult programs segmentation on homepage or, at most, one click in
 - Prospective students **MUST** see themselves on your website
- For the adult, provide content-rich, interactive, self-service information
- Video testimonials
(See sample at <http://www.cui.edu/academicprograms/adult-degree-programs>)
- Degree credit calculators & transfer credit resources
- Online hosted Q&A events with faculty
- Career information



The Right Message

- Use testimonials
 - Current employer information for recent graduates
 - Current salary information for recent graduates
- Use images of adults
- Call to action, sense of urgency: “Complete your application today. Classes are forming now.”
- Offer to waive application fee
- Promote tuition/value
- Provide both phone number and website



AOG Recruitment and Marketing

Recruiting and
Marketing



Critical Questions

- Who is the target audience?
- How to engage the target audience?
- What is the SEO strategy and spend?
- What is the digital lead strategy and spend?
- Is our communication flow strategic and aligned with student personas?
- Does our messaging emphasize our value proposition?
- Is your website resonating with the AOG target audience?

A blue-tinted photograph of three people in a meeting. A woman on the left is pointing at a document on a table. A man in the center is looking at the document. A woman on the right is also looking at the document. There are papers, a laptop, and a cup on the table. The background shows a window with a view of a building.

Engaged Partnerships – Influencer Recruitment

AOG Recruitment and Marketing

Engaged Partnerships



Critical Questions

- Do we have opportunities for earn and learn?
- What relationships exist and how do we create more?
- How to position the College / University as a talent source for employers?
- Is the institution a key player in local, regional, state economic development?
- What partnerships, collaborations, mergers, etc... could be a game changer?

A blue-tinted photograph of three people in a meeting. The text "Course and Program Development" is overlaid in white. The background shows a woman with curly hair in the center, a man with a beard to her right, and another person partially visible on the left. They appear to be looking at documents or a screen together.

Course and Program Development

Relevant Curriculum

1. Learn to solve problems
2. Share work and life experiences
3. Theory and application
4. Clear course objectives and outcomes
5. Active learning
6. Self-direction opportunities
7. Technology optimized

Instructional Excellence

1. Provide faculty training and support
2. Recognize great learning facilitation
3. Define interactive curriculum expectations
4. Leverage online learning management system
5. Integrate theory and application
6. Optimize learning with technology
7. Exceed Section 503 / ADA compliance

Establish Standards

1. Up time for online systems
2. Help desk support for technology
3. Minimum turnaround time on assignments
4. Minimum standards for frequency of student contact
5. Course material costs
6. eCourse navigation
7. CMS / LMS utilization

AOG Recruitment and Marketing

Recruiting and
Marketing



Critical Questions

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- Is our communication flow strategic and aligned with student personas?
- Does our messaging emphasize our value proposition?
- Is your website resonating with the AOG target audience?

A person wearing a blue checkered shirt is shown from the chest down, holding a smartphone in their right hand and a laptop in front of them. The entire image is overlaid with a semi-transparent blue filter. The text 'Fiscal and Financial Aid' is centered in white.

Fiscal and Financial Aid

Adult, Online and Graduate

Fiscal and Financial Aid Planning

- Price strategy
 - Expanded geography for online
- Cost clarity
- FAFSA support for adults
- Scholarships and institutional aid for adults
- Understand net tuition revenue
- Determine the ROI for AOG strategies

AOG Fiscal and Financial Aid

Financial Models
and Affordability



Critical Questions

- What is our price for programs compared to competition?
- Is our cost clear to adult students?
- How can we provide adult FAFSA completion support?
- Do we have scholarships available to adult students?
- What is our average net tuition revenue for adult focused programs?
- How do we determine the ROI for adult strategies?



SEP for Adult, Online and Graduate Growth

Adult, Online, and Graduate

Planning for growth

- Ensure that the campus embraces and celebrates adult, graduate and / or online students.
- Develop a program portfolio that is targeted for AOG growth.
- Measure AOG student success and establish support structures based on data insights.
- Equip for digital marketing and AOG recruitment.
- Operationalize influencer engagement for AOG growth.
- Implement best practices for course and program development.
 - Establish standards.
- Extend institutional aid and FAFSA support to AOG students.
- Establish financial metrics, goals and ROI for AOG initiatives.



Questions

Thank You

Dawn Fortin Mattoon
dawn.fortinmattoon@ruffalonl.com

Thank you for attending!



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