

RNL Regional Workshop

Graduate and Online Enrollment

WELCOME
to
Minneapolis



Housekeeping items

Introductions

Agenda Review

- 10:00 Understanding Student Demands and Expectations: 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

- Some tables will have themes for informal discussion. Topics will be determined by the questions raised in our short survey.

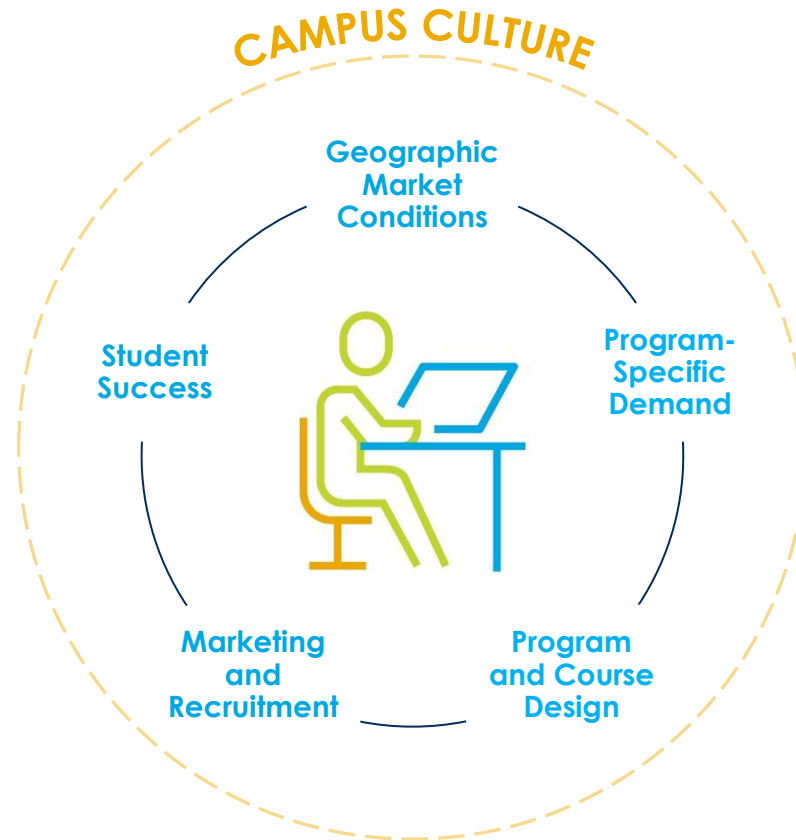
WiFi Network

Please refer to the sign on your table for the credentials.

Goals for today

- 1 Connect with other university leaders
- 2 Discover 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

Factors Influencing Enrollment



1

Understanding Student Demands and Expectations: Regional Data and Market Conditions

Holly Tapper

Vice President of Graduate and Online Solutions





What online bachelor's programs are generating the most graduates?

(in Minnesota)

25 Largest Online Bachelor's (Minnesota)

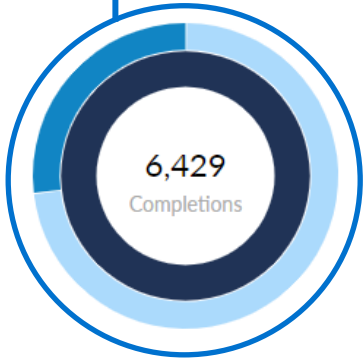
PROGRAM	ALL FORMATS			ONLINE AVAILABLE			OCCUPATIONS	
	TOTAL DEGREES 2021	5-YEAR GROWTH #	5-YEAR GROWTH %	TOTAL ONLINE DEGREES	5-YEAR GROWTH #	5-YEAR GROWTH %	ESTIMATED ANNUAL OPENINGS	PROJECTED % GROWTH (2022 – 2027)
Registered Nursing	6,429	3,123	94%	4,700	2,546	118%	2,970	7%
Business Administration and Management	2,533	(420)	(14%)	1,861	27	1%	17,485	3%
Psychology	2,508	139	6%	1,016	364	56%	2,676	8%
Multi-/Interdisciplinary Studies	1,021	213	26%	749	239	47%	21,209	1%
Health Care Administration/Management	559	103	23%	431	85	25%	5,107	5%
Nursing Practice	415	407	5088%	415	407	5088%	2,883	7%
Accounting	1,001	(312)	(24%)	296	20	7%	4,387	3%
Bible/Biblical Studies	278	(26)	(9%)	249	43	21%	466	5%
Human Resources Management	413	32	8%	247	65	36%	2,306	3%
Education	326	57	21%	244	43	21%	5,181	4%
Criminal Justice/Safety Studies	412	(86)	(17%)	176	61	53%	2,451	4%
Marketing/Marketing Management	902	(23)	(2%)	152	40	36%	2,880	6%
Elementary Education	986	24	2%	135	37	38%	1,218	3%
Project Management	130	72	124%	130	74	132%	8,040	5%
Developmental and Child Psychology	136	24	21%	121	121	Insf. Data	534	6%
Sport and Fitness Administration/Management	228	39	21%	118	83	237%	1,143	10%
Finance	1,005	106	12%	108	40	59%	7,893	3%
Early Childhood Education	212	58	38%	108	108	Insf. Data	6,788	3%
Exercise Science and Kinesiology	480	(4)	(1%)	101	25	33%	153	7%
Dental Hygiene/Hygienist	151	59	64%	91	91	Insf. Data	186	5%
Social Work	621	15	2%	87	55	172%	2,816	8%
Organizational Behavior Studies	82	(10)	(11%)	82	24	41%	839	4%
Information Technology	219	11	5%	79	(39)	(33%)	4,278	6%
Human Services, General	160	11	7%	76	38	100%	4,013	6%
Computer Science	1,117	364	48%	74	(271)	(79%)	4,522	6%



10 Critical Pieces of Market Intelligence

BSN: Degrees and Jobs

1. How many degrees?



2. How is online contributing?

	Completions (2021)	% Completions	Institutions (2021)	% Institutions
All Programs	6,429	100%	24	100%
Distance Offered Programs	4,700	73%	8	33%
Non-Distance Offered Programs	1,729	27%	16	67%

3. Will jobs grow?

4. How many jobs annually?

Related Occupations (at Level)

39,865

Jobs (2022)*
13% above National average*

+8.7%

% Change (2022-2031)*
Nation: +11.2%*

\$39.32/hr
\$81.8K/yr

Median Earnings
Nation: \$39.54/hr; \$82.2K/yr

2,868

Annual Openings*

BSN: Top online competitors in the region

5. How do you compare with competitors?

6. Who is dominating?

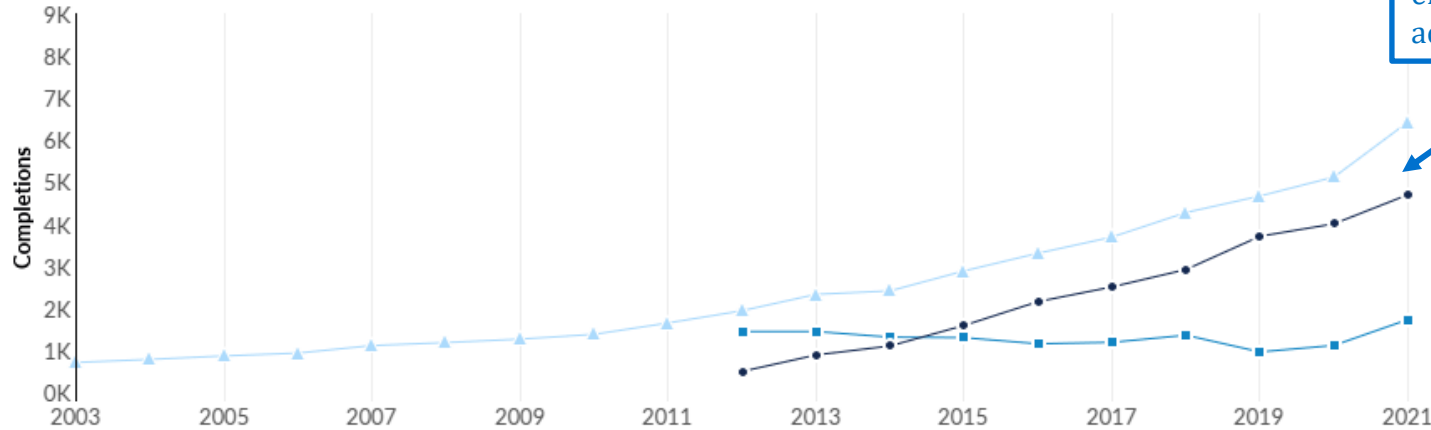
7. How have competitors performed?

10 Largest Online Programs	Bachelor's Degree > Distance Offered Completions (2021)	Growth % YOY (2021)	Market Share (2021) ?	IPEDS Tuition & Fees (2021)	Completions Trend (2017-2021)
⊕ Capella University	3,199	57.2%	68.1%	\$14,148	
⊕ Walden University	900	0.9%	19.1%	\$10,459	
⊕ St Catherine University	171	15.5%	3.6%	\$35,532	
⊕ Bemidji State University	156	4.0%	3.3%	\$9,806	
⊕ Bethel University	115	-19.6%	2.4%	\$40,080	
⊕ Southwest Minnesota State University	80	Insf. Data	1.7%	\$9,482	
⊕ Minnesota State University Moorhead	59	-22.4%	1.3%	\$9,468	
⊕ Saint Mary's University of Minnesota	20	-4.8%	0.4%	\$39,410	



BSN: Long- and short-term trends in the region

Degree Production Trends – 2003-2021



8. What is the enrollment trend across all programs?

9-10. Which types of programs are pushing growth? Online? Classroom? Both?

	2012 Completions	2021 Completions	% Change
● Distance Offered Programs	493	4,700	+853.3%
■ Non-Distance Offered Programs	1,445	1,729	+19.7%
▲ All Programs	1,938	6,429	+231.7%



What master's (**all formats**) are producing the most degrees?

(in Minnesota)

25 Largest Master's (Minnesota)

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 MASTER'S OPENINGS	PROJECTED % GROWTH (2022 – 2027)
Registered Nursing	4,286	1,230	40%	4,148	1,218	42%	1,650	7%
Business Administration	2,027	(305)	(13%)	1,692	9	1%	9,714	3%
Education	1,484	(943)	(39%)	1,036	(831)	(45%)	2,878	4%
Social Work	1,354	736	119%	875	763	681%	1,564	8%
Mental Health Counseling	958	122	15%	862	61	8%	729	10%
Health Care Administration/Management	928	2	0%	856	(8)	(1%)	2,837	5%
Applied Behavior Analysis	906	661	270%	906	661	270%	744	10%
Nursing Education	516	508	6350%	516	513	17100%	819	4%
Nursing Administration	511	480	1548%	511	480	1548%	1,478	6%
Human Resources Management	508	149	42%	479	134	39%	1,281	3%
Psychology	387	(118)	(23%)	375	(127)	(25%)	1,487	8%
Teacher Education/Prof. Dev., Specific Levels	374	(1)	(0%)	46	1	2%	4,789	4%
Counselor Education/School Counseling	360	90	33%	320	152	90%	124	6%
Early Childhood Education	353	(5)	(1%)	342	(16)	(4%)	3,771	3%
Human Services	324	(82)	(20%)	315	(84)	(21%)	2,230	6%
Public Administration	322	35	12%	242	33	16%	530	3%
Educational Leadership and Administration	317	(31)	(9%)	198	(81)	(29%)	223	4%
Special Education and Teaching	316	56	22%	254	111	78%	1,421	3%
Marriage and Family Therapy/Counseling	306	15	5%	254	99	64%	427	8%
Forensic Psychology	285	80	39%	285	80	39%	411	9%
Project Management	263	76	41%	263	76	41%	4,467	5%
Public Health	261	(68)	(21%)	238	(85)	(26%)	761	8%
Clinical/Medical Social Work	247	247	Insf. Data	247	247	Insf. Data	2,852	2%
Curriculum and Instruction	242	(162)	(40%)	175	(112)	(39%)	113	4%
Developmental and Child Psychology	236	100	74%	236	104	79%	297	6%



10 Critical Pieces of Market Intelligence

MSN: Degree and Jobs

1. How many degrees?



2. How is online contributing?

	Completions (2021)	% Completions	Institutions (2021)	% Institutions
● All Programs	4,286	100%	7	100%
● Distance Offered Programs	4,148	97%	3	43%
● Non-Distance Offered Programs	138	3%	4	57%

3. Will jobs grow?

4. How many jobs annually?

Related Occupations (at Level)

15,374

Jobs (2022)*
16% above National average*

+16.5%

% Change (2022-2031)*
Nation: +21.4%*

\$39.32/hr
\$81.8K/yr

Median Earnings
Nation: \$39.54/hr; \$82.2K/yr

1,255

Annual Openings*

MSN: Top competitors in the region

5. How do you compare with competitors?

6. Who is dominating?

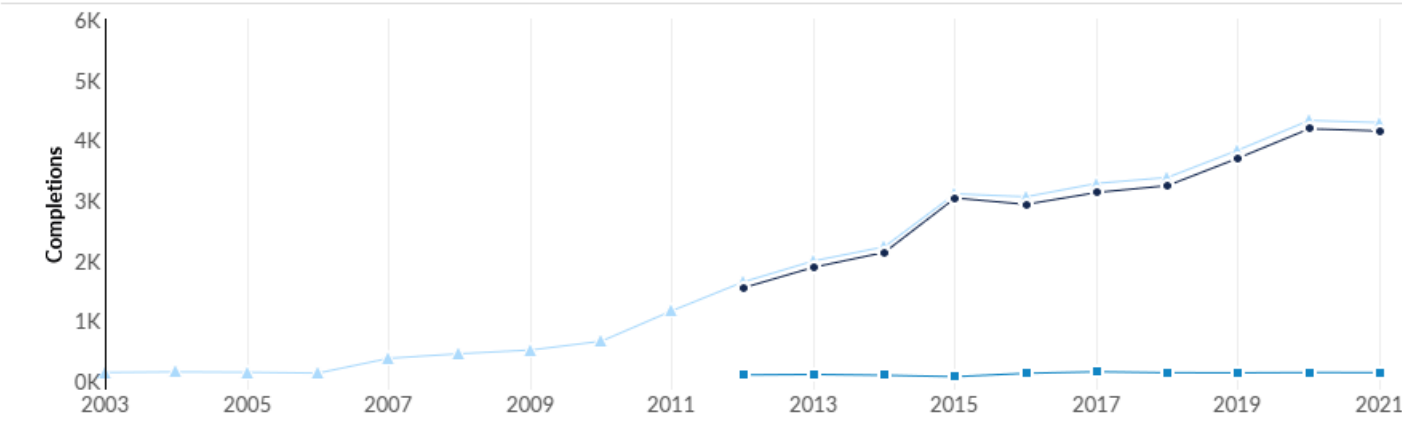
7. How have competitors performed?

10 Largest Online Programs	Master's Degree Completions (2021)	Growth % YOY (2021)	Market Share (2021)	IPEDS Tuition & Fees (2021)	Completions Trend (2017-2021)
⊕ Walden University	4,104	0.0%	95.8%	\$10,459	
⊕ University of Minnesota-Twin Cities	62	0.0%	1.4%	\$15,254	
⊕ St Catherine University	46	-14.8%	1.1%	\$35,532	
⊕ Metropolitan State University	28	33.3%	0.7%	\$9,394	
⊕ Capella University	24	-53.8%	0.6%	\$14,148	
⊕ Minnesota State University Moorhead	20	25.0%	0.5%	\$9,468	
⊕ Rasmussen University-Minnesota	2	-80.0%	0.0%	\$13,558	



MSN: Long- and short-term trends in the region

Degree Production Trends – 2003-2021



	2012 Completions	2021 Completions	% Change
● Distance Offered Programs	1,542	4,148	+169.0%
■ Non-Distance Offered Programs	98	138	+40.8%
▲ All Programs	1,640	4,286	+161.3%

8. What is the enrollment trend across all programs?



9-10. Which types of programs are pushing growth? Online? Classroom? Both?





Meeting Student Expectations

Student expectations have shifted. Are you ready?



Need for speed



Rise in consumer mentalities



"Me" centric view of the world



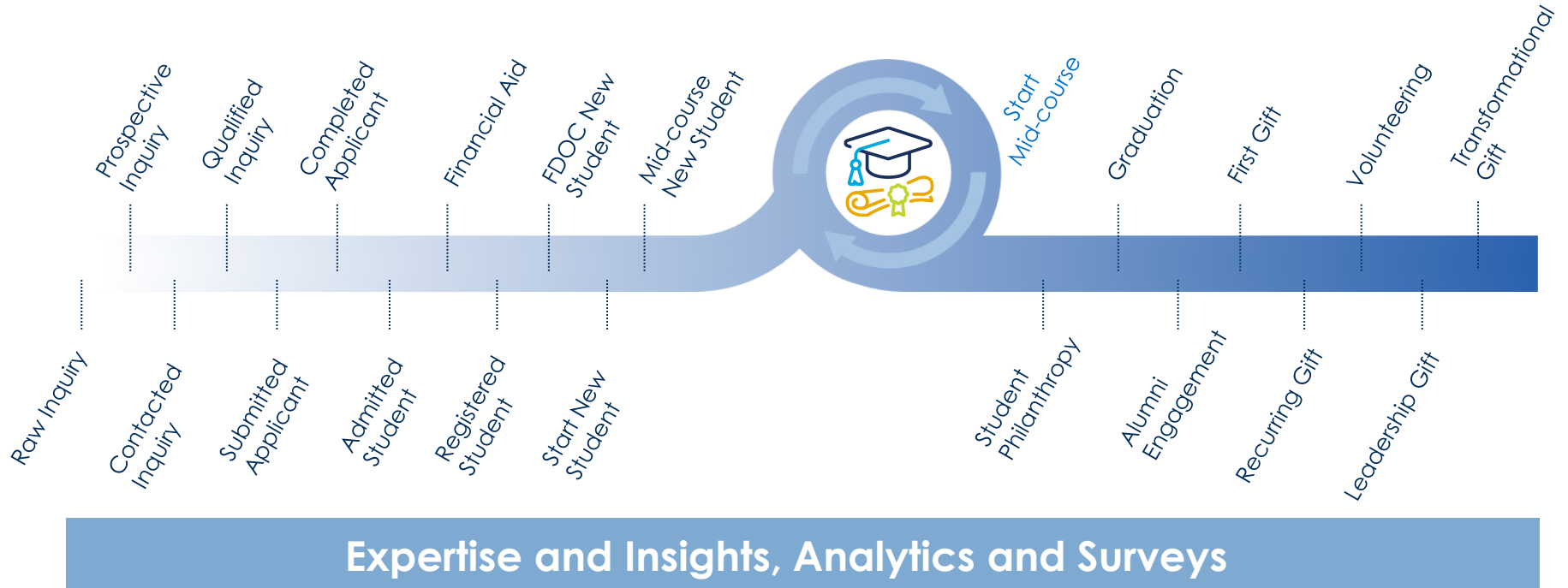
Meaningful connections

NETFLIX



amazon

We must consider speed at every stage of the student lifecycle





**What is your team doing
(or what does it want to do)
to address
evolving student expectations?**

Adult students demand timely response to inquiries

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%**

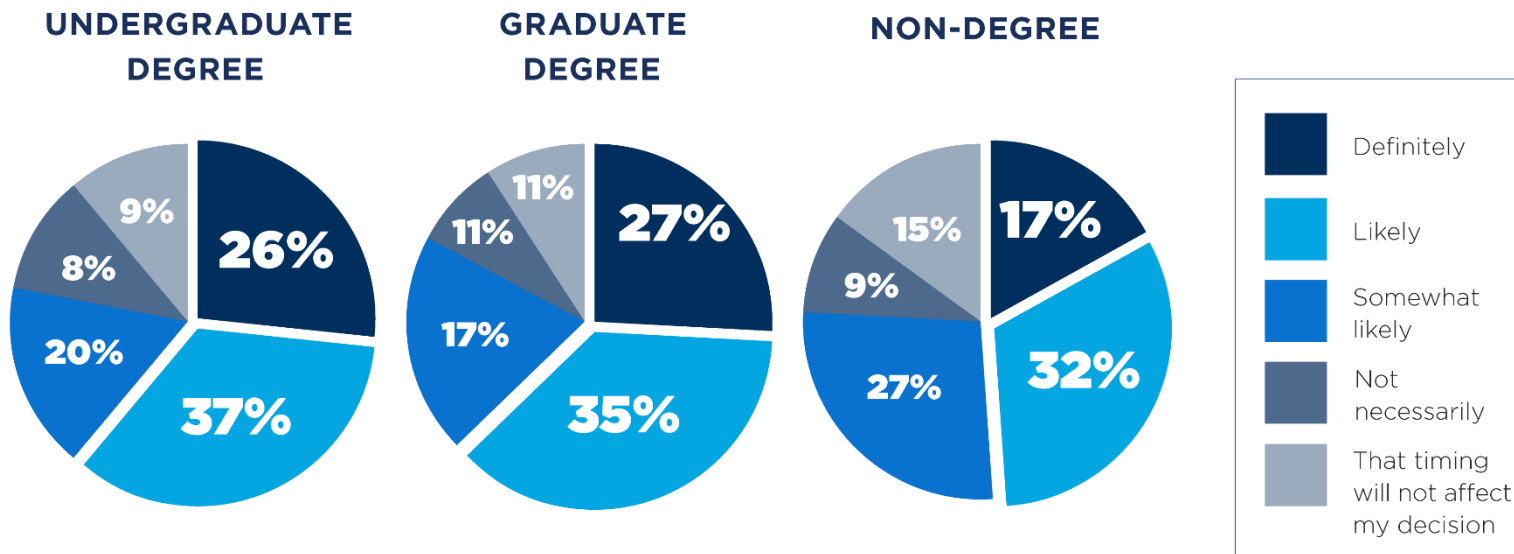


Adult students expect timely admissions decisions

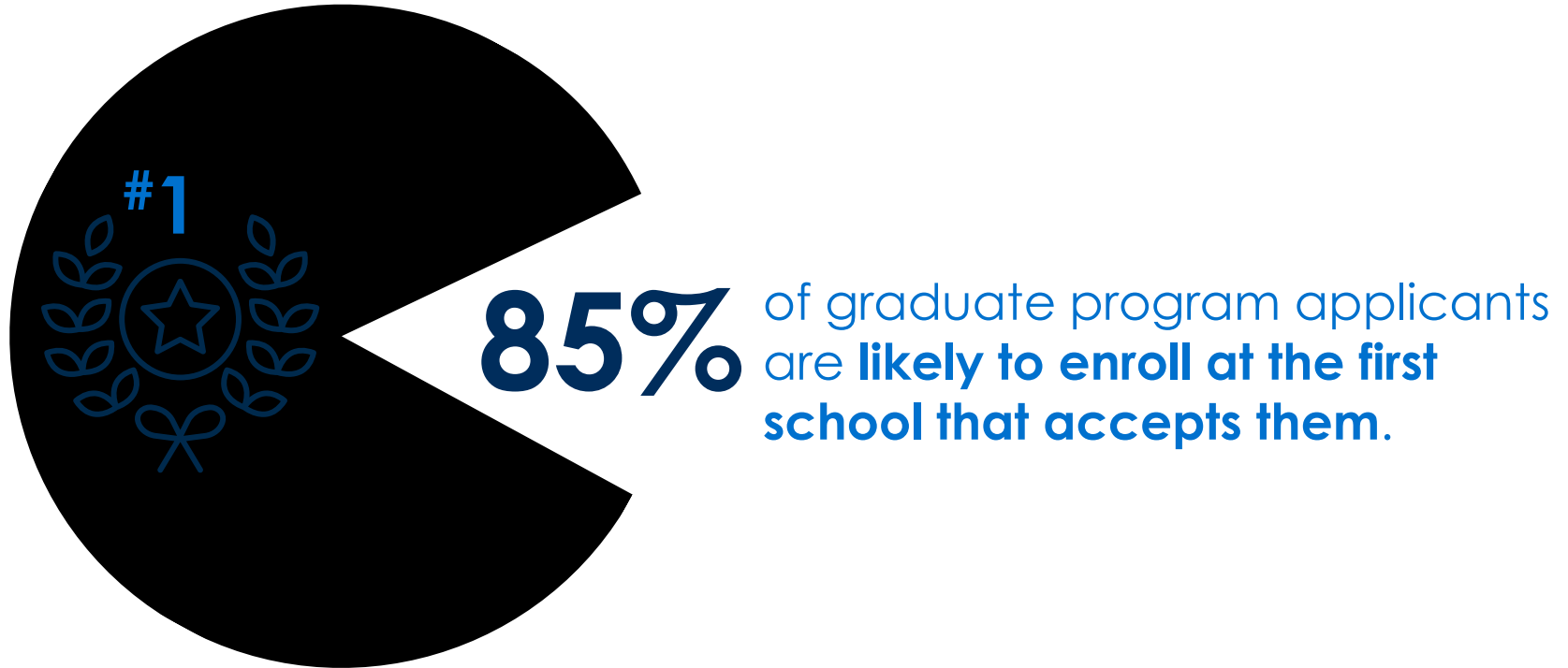
TABLE 38: EXPECTED TIME TO RECEIVE NOTIFICATION OF ADMISSION	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Within 24 hours	11%	15%	8%
1-3 days	34%	29%	32%
4-7 days	30%	27%	31%
7-14 days	18%	19%	20%
14-21 days	5%	7%	6%
Longer than 21 days	2%	3%	3%

Inquiry response time impacts enrollment

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

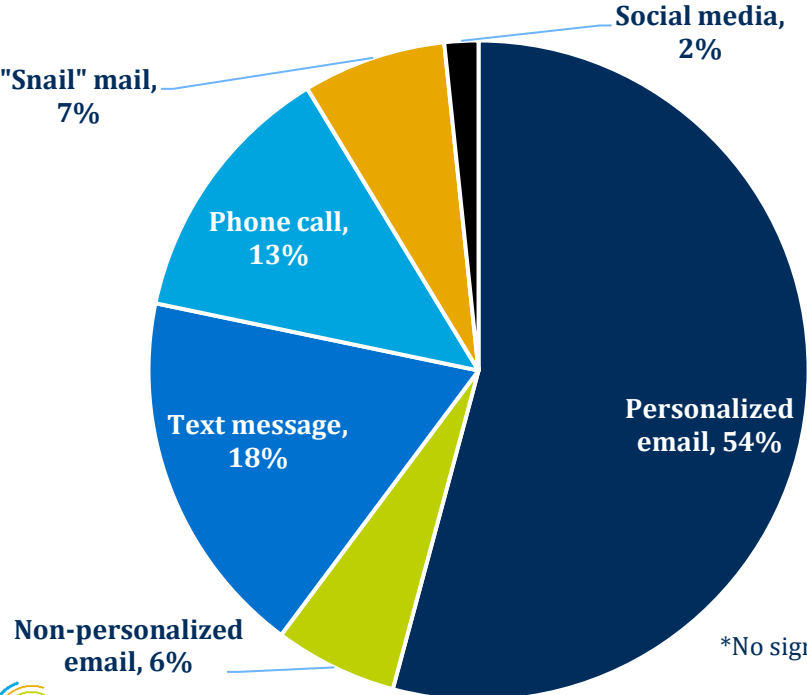


Application/acceptance response time impacts enrollment

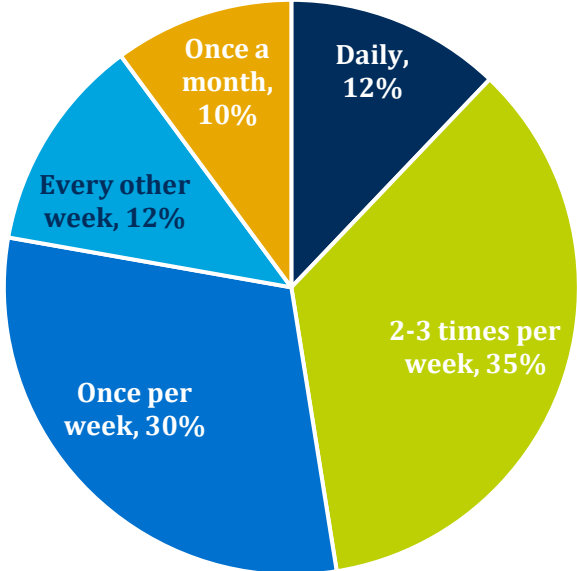


Online students expect regular contact from the programs and they prefer personalized email.

Preferred Method of Follow Up*



Preferred Frequency of Follow Up*



*No significant difference in preferences by level of study



Key takeaways: MARKET DATA

- ❑ Bachelor's:
 - ✓ **Nursing** is the largest online bachelor's area, and has also seen the greatest growth.
 - ✓ **Business Administration** programs have also seen strong growth, but ONLY in online programs.
 - ✓ Only 6 of the 25 largest online bachelor's programs have seen contraction in the last five years (and only 2 of these were online contraction).
- ❑ Master's
 - ✓ **Nursing** is the largest overall Master's area, AND the largest online degree area, but this is heavily influenced by one large institution (Walden).
 - ✓ Without Walden's program, **Business Administration** would be the largest degree area – by far, but it has contracted in recent years.
 - ✓ Nine of the largest degree areas have seen contraction in recent years - most notably in **Education**.



RNL Regional Workshop

Graduate and Online Enrollment



2

Leveraging Research to Drive Graduate & Online Enrollment

Scott Jeffe

Vice President of Graduate and Online Research



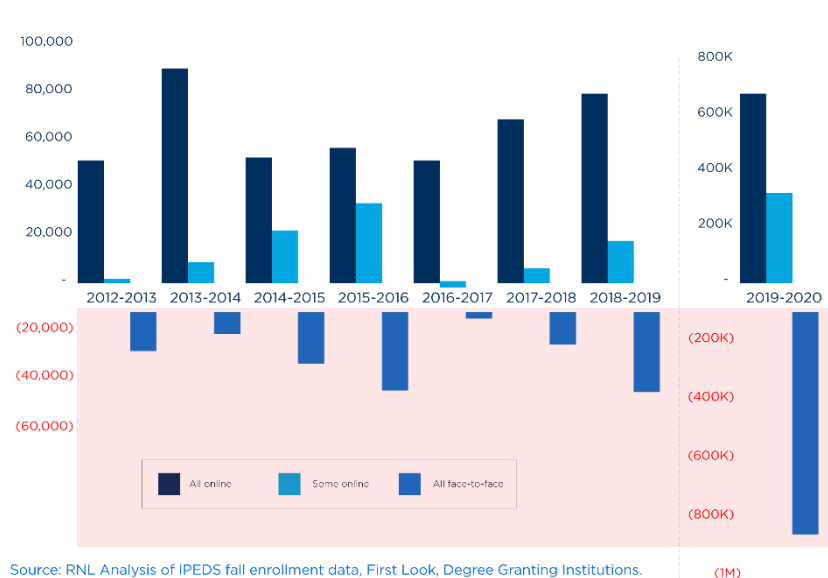
Online education has become “mission critical” for most institutions seeking to grow

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



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



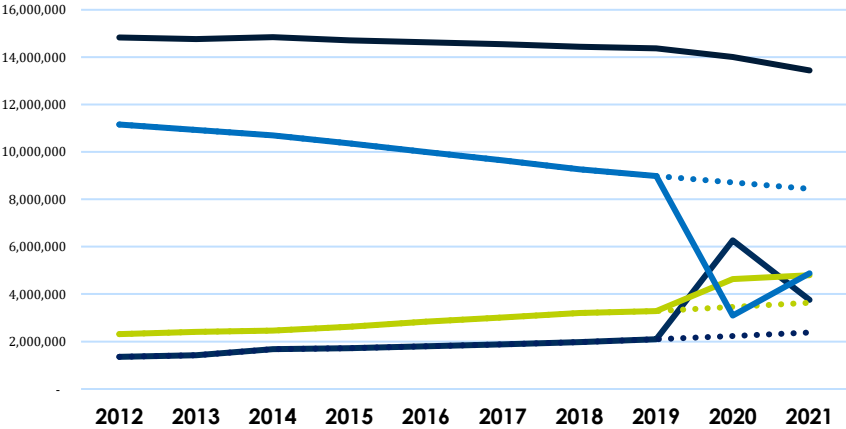
Source: RNL Analysis of IPEDS fall enrollment data, First Look, Degree Granting Institutions. Retrieved April 2022.

Enrollment Trends and Format Choice

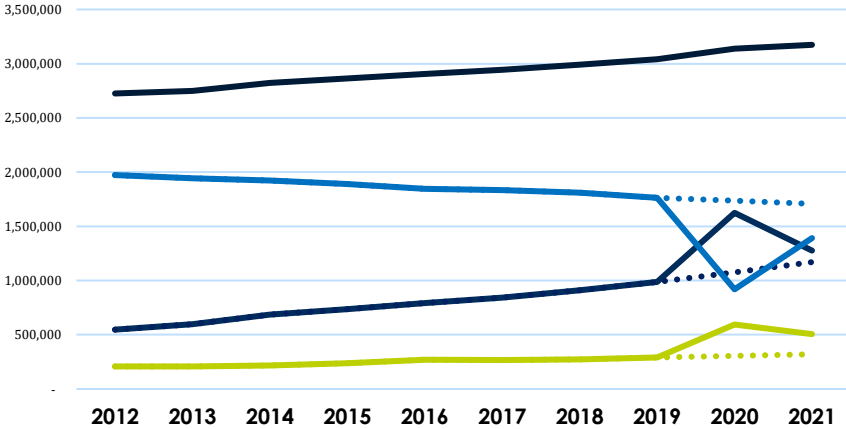
(With and Without the Pandemic)

At both the undergraduate and graduate levels, fully online and fully classroom students are now at near parity. Is this the future of higher education?

Undergraduate



Graduate



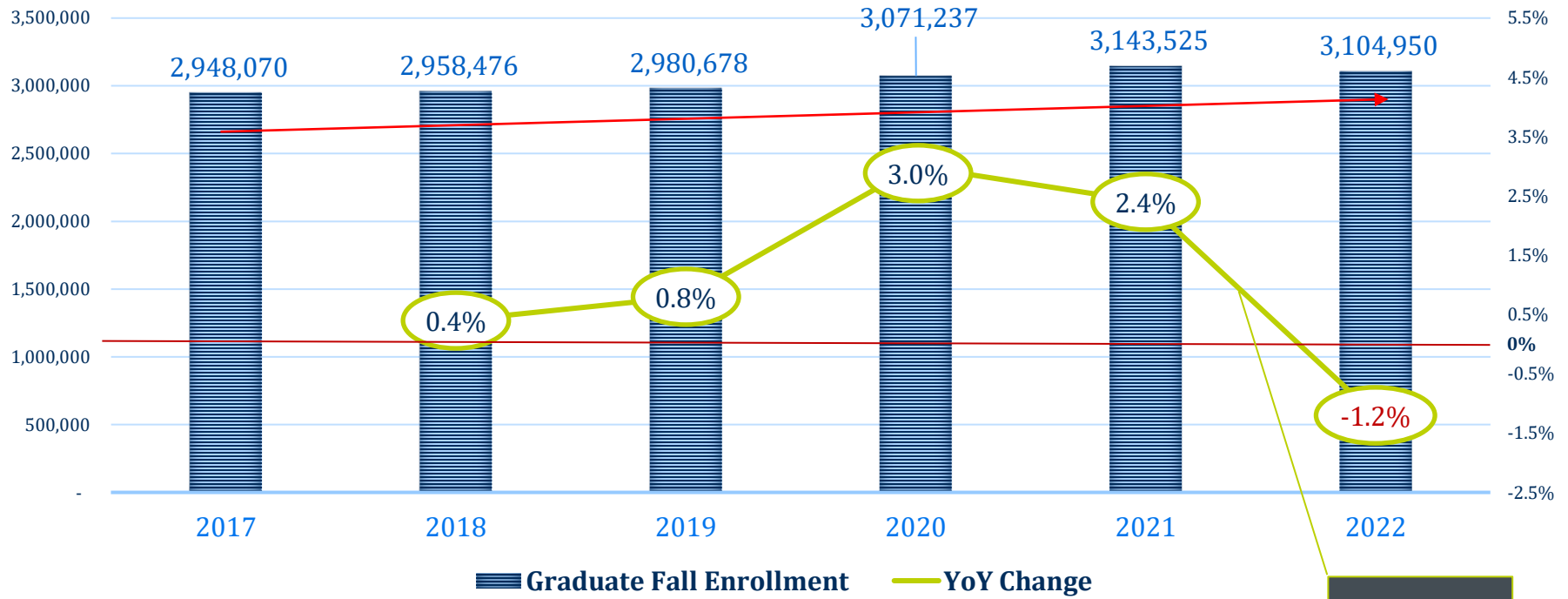
- All Online
- Some Online
- All F2F
- Total
- All Online (No Pandemic)
- Some Online (No Pandemic)
- All F2F (No Pandemic)

- All Online
- Some Online
- All F2F
- Total
- All Online (No Pandemic)
- Some Online (No Pandemic)
- All F2F (No Pandemic)



Source: RNL Analysis of IPEDS Fall Enrollment Snapshot data. (U.S. degree-granting institutions of at least two years.)

Graduate Fall Enrollment Growth



YoY Change



*Source: National Student Clearinghouse, CTEE, Fall 2022

The Undercounting of Online Students

Undergraduate			
	2019 12-Month Unduplicated Enrollment	2019 Fall Snapshot	Undercount
All students	22,200,465	16,565,066	5,635,399
Exclusively distance education	4,275,625	2,449,559	1,826,066
One or more distance education	6,811,322	3,563,377	3,247,945
No distance education	11,113,518	10,552,130	561,388
Graduate			
	2019 12-Month Unduplicated Enrollment	2019 Fall Snapshot	Undercount
All students	3,892,534	3,072,433	820,101
Exclusively distance education	1,445,355	1,000,566	444,789
One or more distance education	686,126	300,121	386,005
No distance education	1,761,053	1,771,746	-10,693

Who are these students?

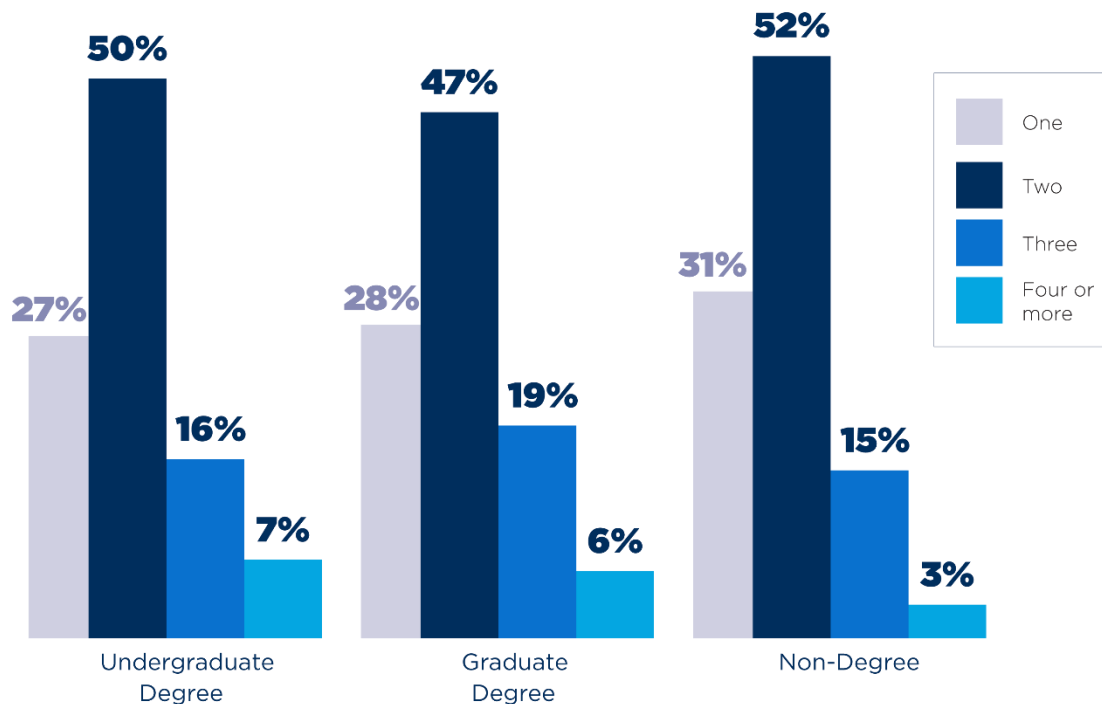
Online and hybrid students who enroll at times other than the fall semester.



How is your institution addressing the increasing demand for online – and the contraction of traditional UG students?

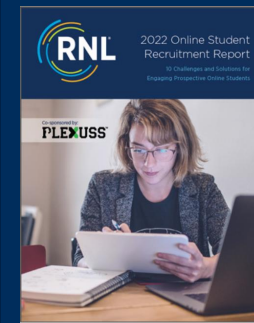
You are competing with more than inertia

TABLE 30: NUMBER OF ONLINE PROGRAMS CONSIDERED



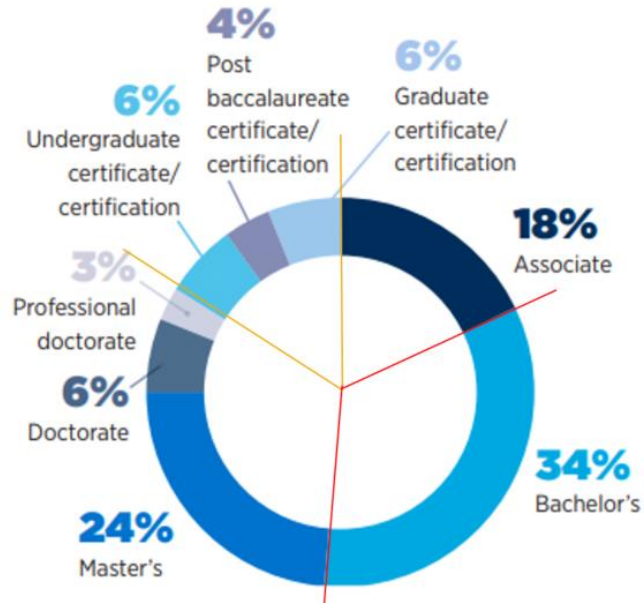
Source: 2022 Online Student Recruitment Report, RNL

Download the report:

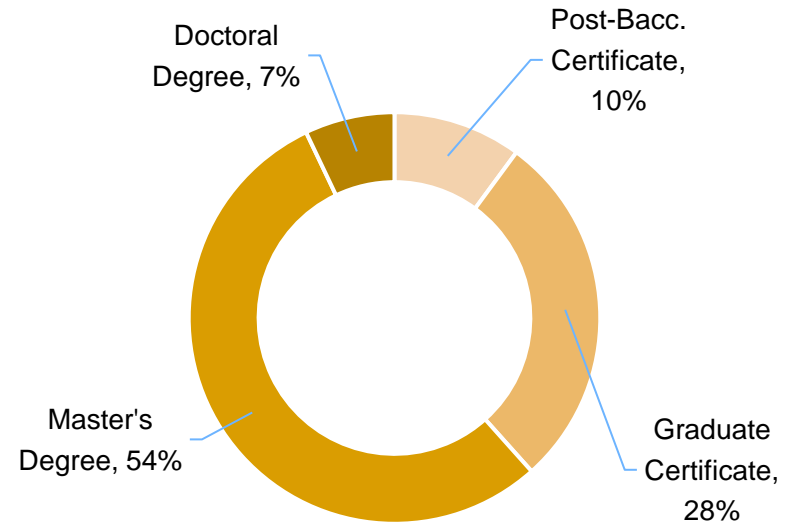


Level of Intended Study

TABLE 7: INTENDED ONLINE CREDENTIAL



Intended Graduate Program



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

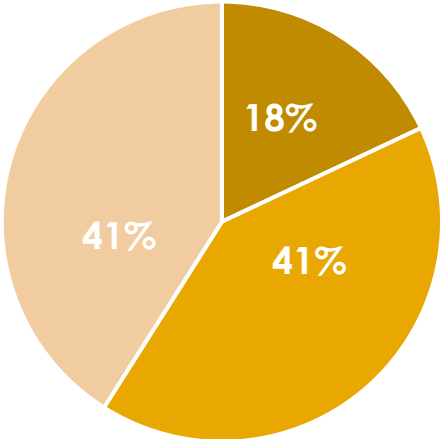
TABLE 9: INTENDED DISCIPLINE OF STUDY	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Business	23%	25%	25%
Education	12%	↓ 10%	9%
Health Professions	↑ 12%	7%	15%
Computer/Information Science	↑ 11%	↑ 16%	14%
Counseling/Psychology	8%	5%	7%
Social Services/Public Admin./Criminal Justice	6%	4%	5%
Arts and 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 20% of graduate students enroll in classroom-only study

GRADUATE STUDENTS

INTENDED FORMAT



Distance of Furthest Programs Considered

	All Online	Partially Online	All Classroom
Within 25 miles	40%	37%	35%
25-50 miles	25%	30%	26%
51-75 miles	11%	14%	8%
75-100 miles	6%	6%	6%
100+ Miles	19%	12%	25%



Online Format Preferences

TABLE 11: PREFERRED LENGTH OF COURSES

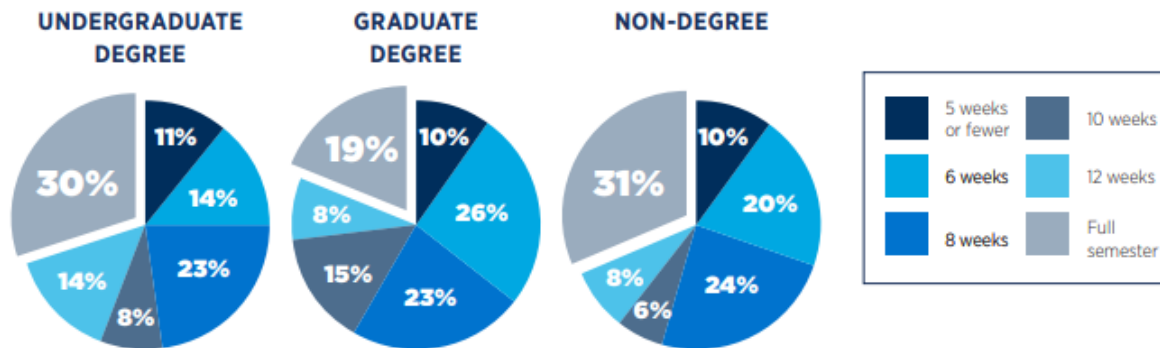


TABLE 12: PREFERRED NUMBER OF COURSES PER SEMESTER/TERM

	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
1	17%	21%	30%
2	44%	41%	37%
3	21%	23%	23%
4 or more	17%	15%	11%

Online Format Preferences

TABLE 13: PREFERENCE: SELF-PACED OR STRUCTURED

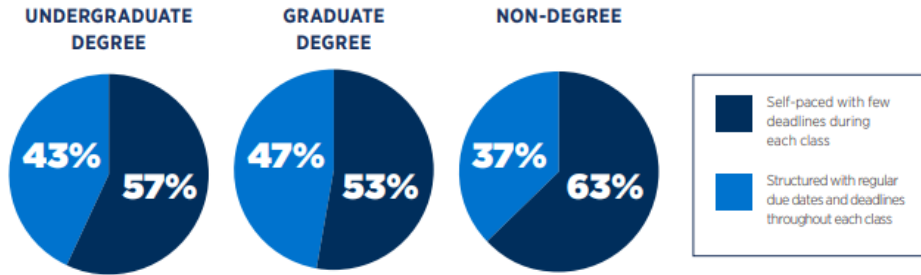
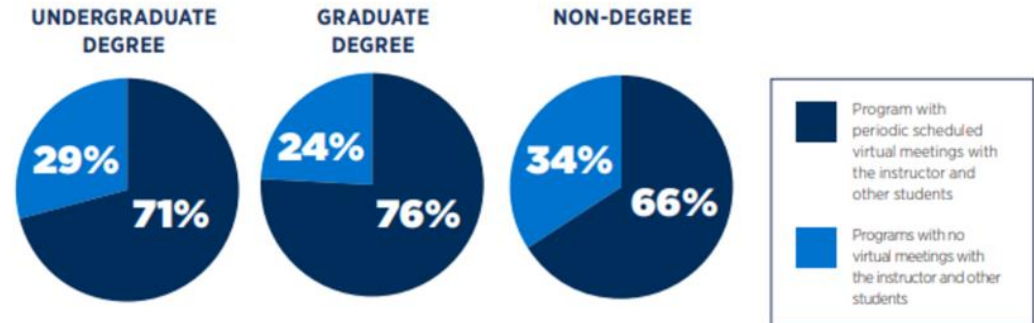


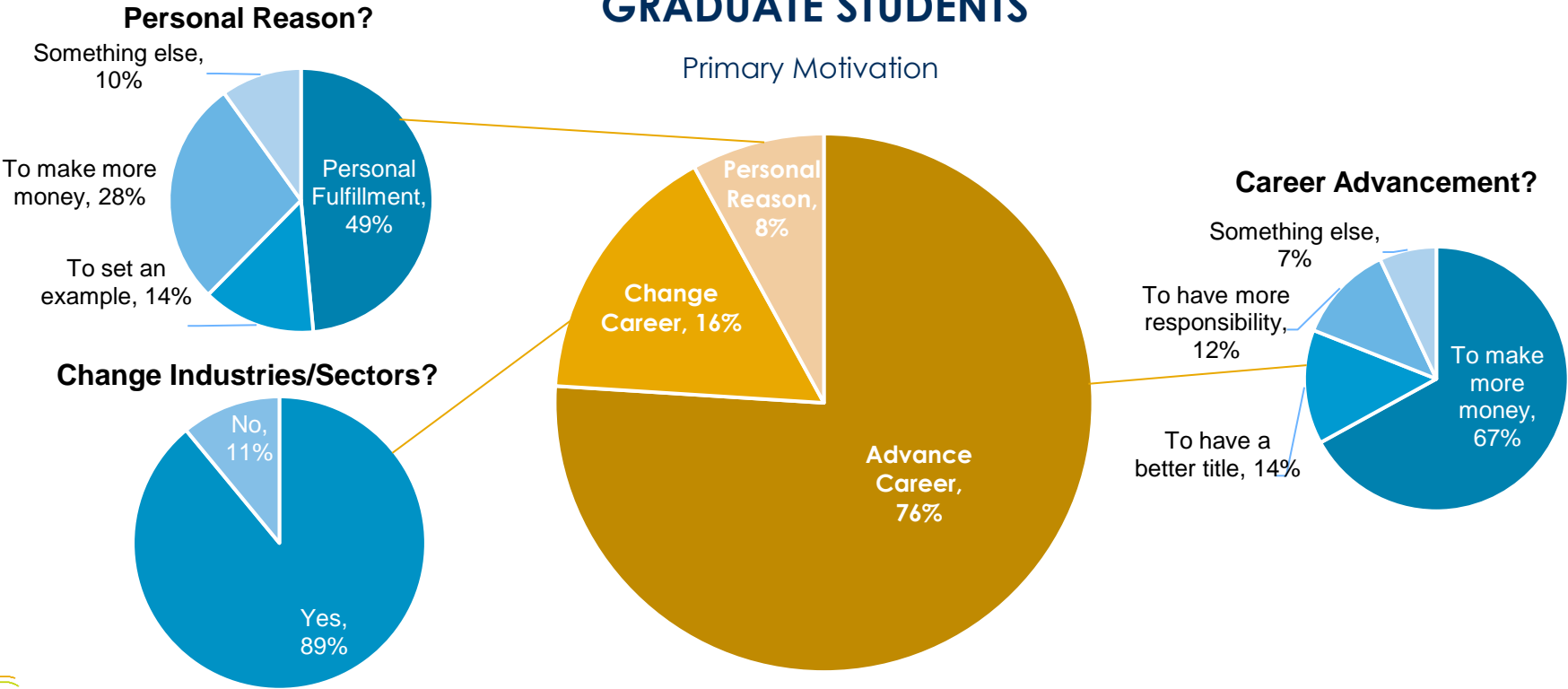
TABLE 14: ENGAGEMENT



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

GRADUATE STUDENTS

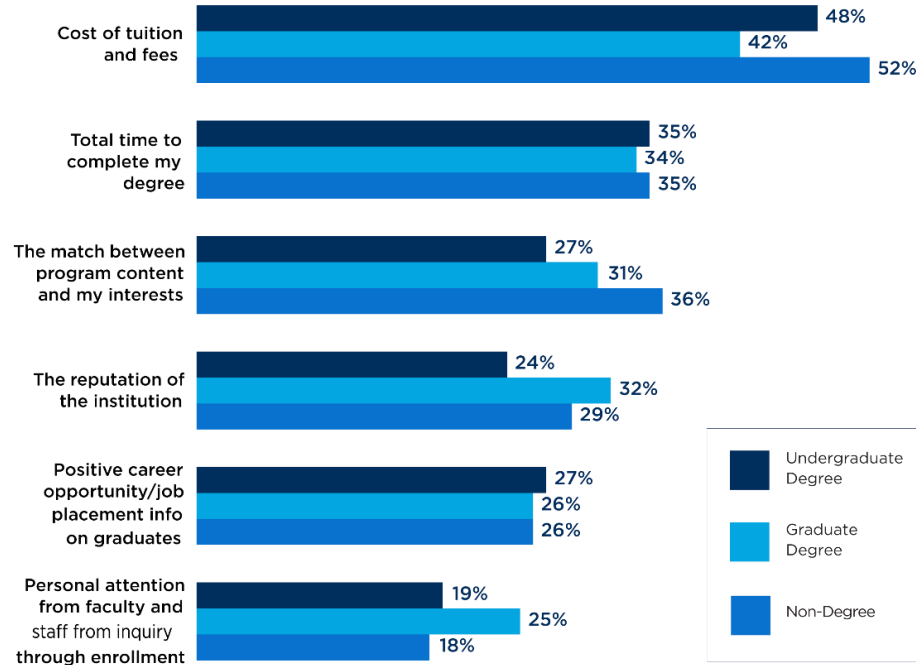
Primary Motivation



Source: 2023 Graduate Student Recruitment Report, RNL

Online students are focused on practical factors

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





QUESTION TO CONSIDER

How are you currently using market data to inform new program choice AND/OR to prioritize how you allocate your marketing budget?

Choosing/Prioritizing Programs

Success is rooted in a balance between market demand and institutional strength. How do you order your internal factors?

INTERNAL

Will



Capacity



Culture



Expertise



EXTERNAL

Market Demands

Trends

Expertise



Landscape, Road Map, and Mirror



LANDSCAPE

Do you know the terrain will be to travel? A Quantitative assessment of the demand and supply characteristics confronting each program in your market helps you plan for success.



ROAD MAP

Do you know how to navigate the terrain? Qualitative investigation of specific competitors will ensure you can differentiate your program in a crowded market. Differentiation is more than a unique program name.



MIRROR

What do others think of you as a provider? Do your programs align with those perceptions? Surveying your audience(s) will help you understand how you fit into your regional (and wider) market.

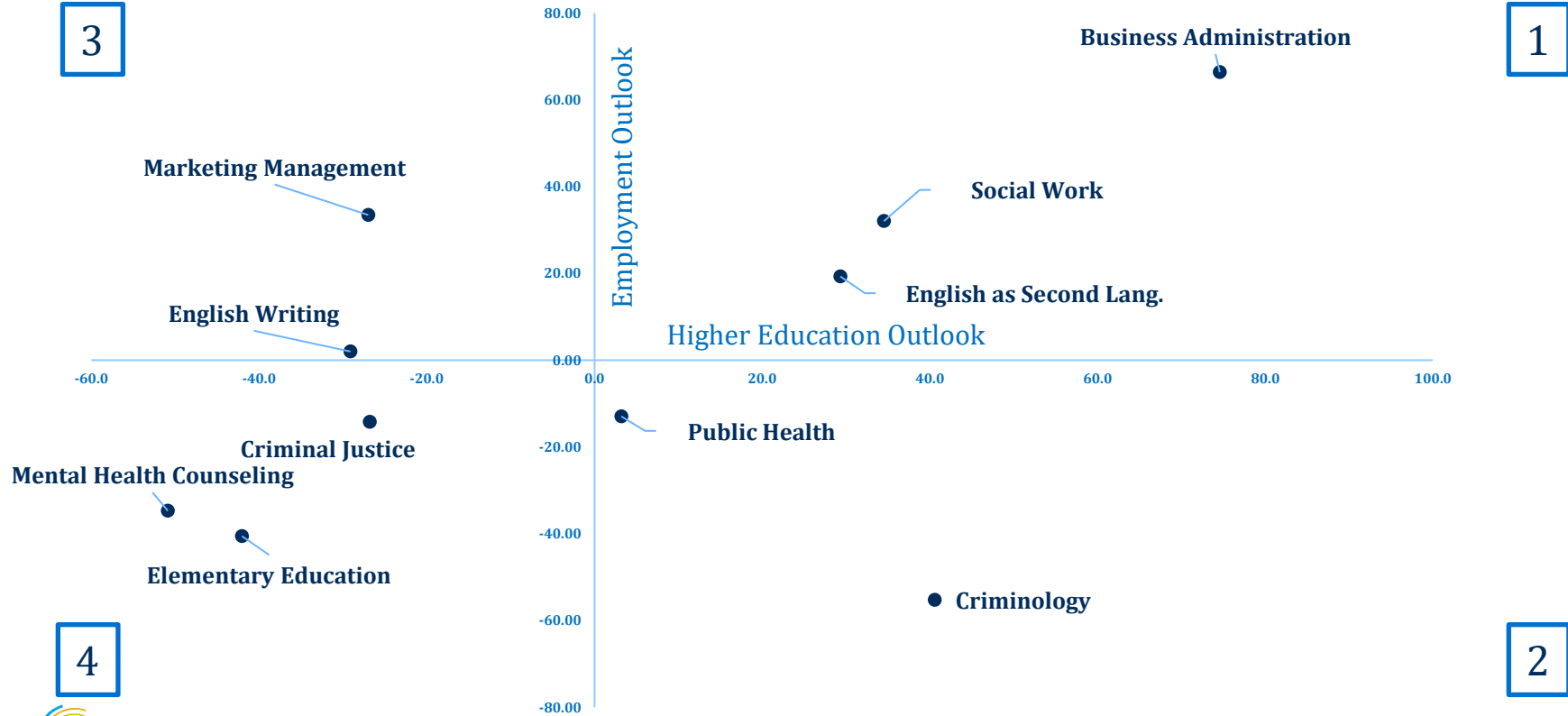
Fundamental for Success: Market Research

- **Secondary data** can be very powerful...if used in a strategic manner.
 - Compare programs
 - Compare regional trends with national patterns
 - Compare competitive situation to employment outlook
- **Recent past CAN inform the immediate future**
 - Student demand lags behind employer demand by as much as 8 years.
 - Institutions that are still thinking that they have 2+ years to mount new programs will lose to more nimble institutions
- Focus research on **where growth is happening**: online? classroom?
- Gain intelligence on **specific competitors** so you can **differentiate**
 - Don't differentiate through a long cumbersome program name

Largest Master (1-25) Programs (100-mile radius)

Program	ALL Master's							Online Master's					Related Occupations		
	2019 ALL Master's Degrees	Rank - ALL	Client Total	5-Year Growth #	5-Year Growth %	Average Annual Growth (CARG)	Online as % of Total	Online Master's Degrees 2019	Rank - ON-LINE	5-Year Growth #	5-Year Growth %	Average Annual Growth (CARG)	2020 Jobs	Annual Openings	Proj. Growth (2020-2030)
Business Administration	3,584	1	-	(247)	-6.4%	-1.3%	61%	2,189	1	205	10%	2%	281,501	23,537	15,987
Social Work	1,693	2	-	399	30.8%	5.5%	19%	320	3	320	Insf. Data	#DIV/0!	50,913	4,871	4,209
Educational Leadership and Admin.	796	3	-	16	2.1%	0.4%	38%	306	5	76	33%	6%	12,774	883	(56)
Accounting	755	4	-	(145)	-16.1%	-3.5%	8%	62	31	23	59%	10%	71,042	6,039	1,651
Mechanical Engineering	669	5	-	206	44.5%	7.6%	33%	219	8	3	1%	0%	79,768	5,202	(164)
Electrical Engineering	609	6	-	121	24.8%	4.5%	25%	150	16	-22	-13%	-3%	33,857	2,254	907
Occupational Therapy	577	7	-	131	29.4%	5.3%	21%	124	23	44	55%	9%	8,081	511	621
Organizational Leadership	550	8	-	149	37.2%	6.5%	91%	501	2	165	49%	8%	169,348	14,092	10,741
Education	541	9	1	(167)	-23.6%	-5.2%	25%	134	22	-71	-35%	-8%	135,323	9,228	(2,072)
Business Admin., Mgmt. and Operations	536	10	156d	(147)	-21.5%	-4.7%	59%	317	4	-217	-41%	-10%	60,280	5,180	3,494
Curriculum and Instruction	491	11	-	(26)	-5.0%	-1.0%	49%	242	6	-83	-26%	-6%	6,658	596	214
Business Management	423	12	-	(78)	-15.6%	-3.3%	0%	0	n/a	-193	-100%	-100%	268,500	21,781	14,840
Physician Assistant	402	13	-	67	20.0%	3.7%	0%	0	n/a	-37	-100%	-100%	7,348	582	1,548
Public Administration	399	14	-	(123)	-23.6%	-5.2%	35%	139	19	-3	-2%	0%	164,850	13,207	9,382
Industrial Engineering	393	15	-	181	85.4%	13.1%	19%	74	27	60	429%	40%	70,724	4,685	2,001
Teacher Educ./Prof. Dev., Specific Levels	377	16	-	143	61.1%	10.0%	16%	59	33	53	883%	58%	19,269	2,200	965
Health Care Administration/Management	371	17	-	(91)	-19.7%	-4.3%	53%	195	10	26	15%	3%	19,265	1,923	4,374
Registered Nursing/Registered Nurse	363	18	-	52	16.7%	3.1%	41%	149	17	-6	-4%	-1%	160,526	8,721	5,505
Counselor Education/School Counseling...	359	19	21	(125)	-25.8%	-5.8%	11%	38	50	0	0%	0%	12,966	1,237	456
Information Sciences	334	20	-	80	31.5%	5.6%	24%	81	25	51	170%	22%	97,780	7,109	5,749
Family Practice Nursing	317	21	-	73	29.9%	5.4%	3%	8	117	-115	-93%	-42%	9,758	919	3,523
Library and Information Science	309	22	-	(107)	-25.7%	-5.8%	72%	222	7	-194	-47%	-12%	6,484	582	0
Special Education and Teaching	288	23	-	(67)	-18.9%	-4.1%	48%	139	20	101	266%	30%	12,870	940	102
Human Resources Management...	281	24	-	(116)	-29.2%	-6.7%	74%	209	9	-89	-30%	-7%	64,974	5,918	934
Architectural/Building Sciences/Technology	274	25	-	274	Insf. Data	#DIV/0!	14%	38	51	38	Insf. Data	#DIV/0!	102,190	8,409	3,151

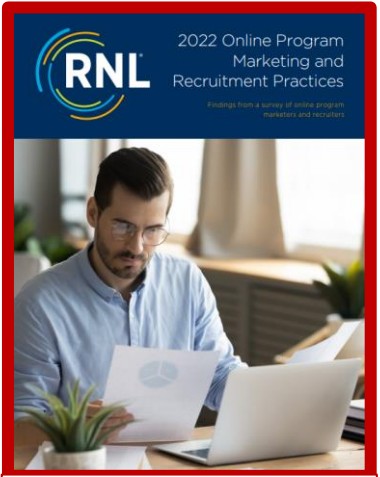
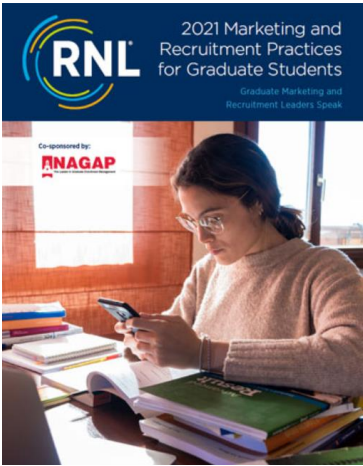
Program Prioritization Matrix – All Program Formats



4

2

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

Bob Stewart

Vice President of Graduate and Online Solutions





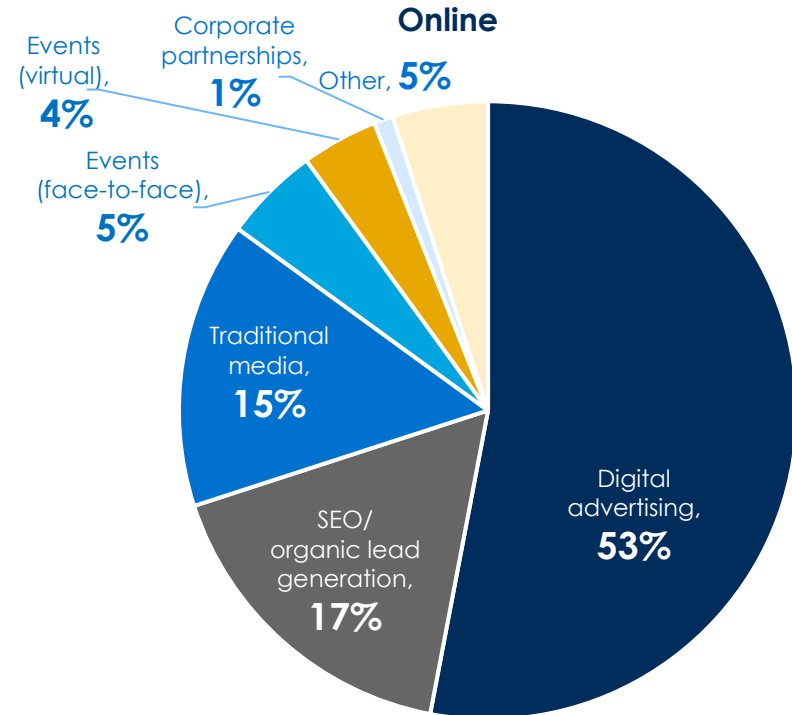
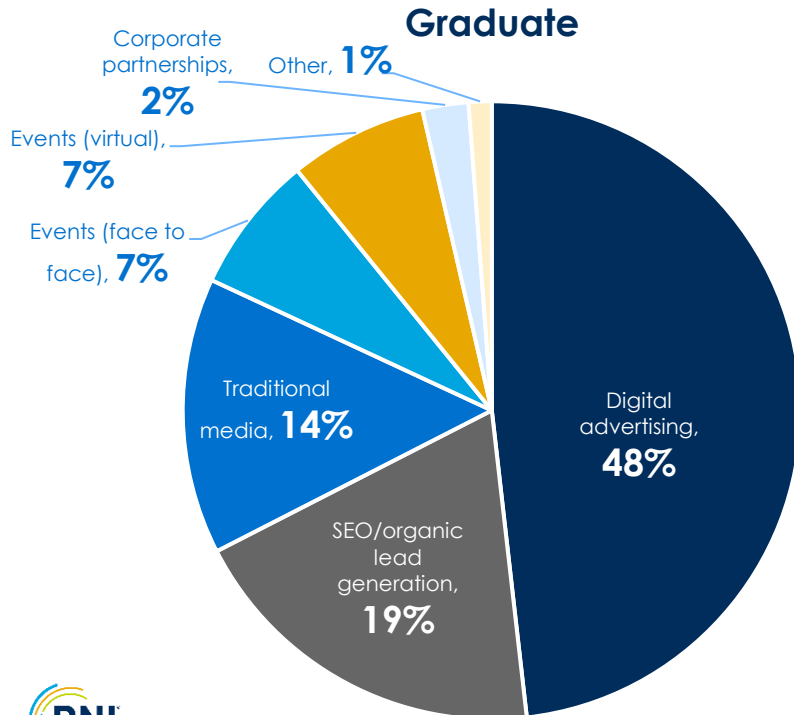
**How do you generate
leads for your graduate
and/or online
programs?**

Integrated media strategy



How the typical marketing budget is being spent

THE MARKETING AND RECRUITMENT BUDGETS FOR GRADUATE AND ONLINE PROGRAMS





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

Integrated media strategy





**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?**

SEO Action Planning



ASSESS

Benchmark visibility based on organic sessions and current search ranking.



PRIORITIZE

Establish a content strategy based on goals, trends and potential for lift.



ASSIGN

Identify resources for management of SEO strategy and content development.



RESEARCH AND WRITE

Develop keyword-driven, benefits-focused content for program and enrollment pages.

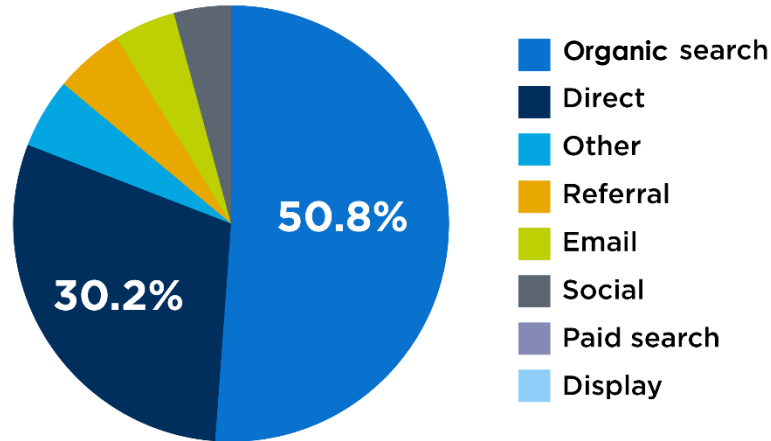


FIX AND EXTEND

Resolve content and technical errors to improve performance, and develop additional content and continue...

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.

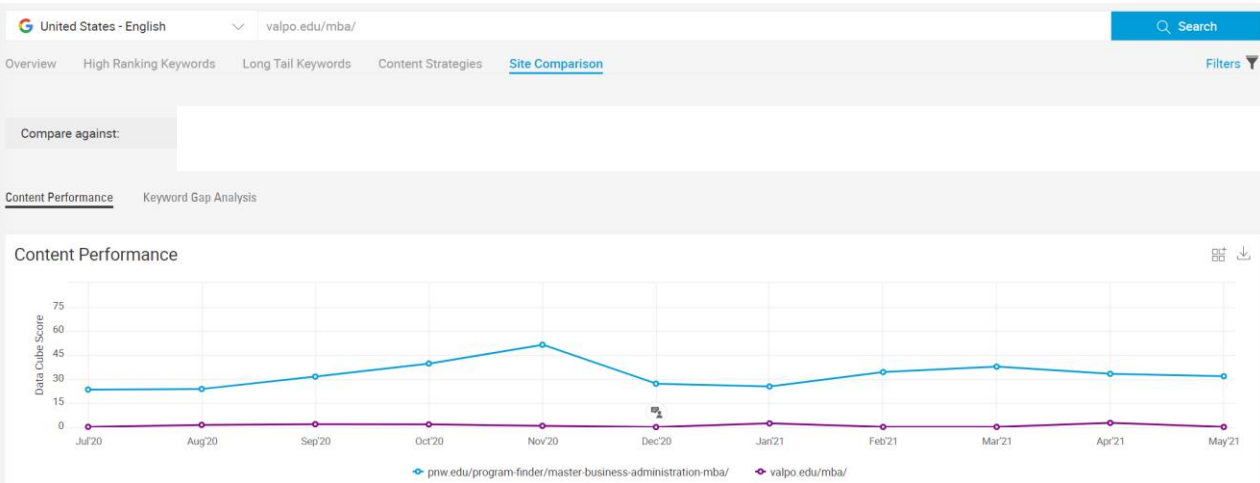
77% of students will use a search engine to access a website EVEN if they know which school they want to look up.

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% ▼



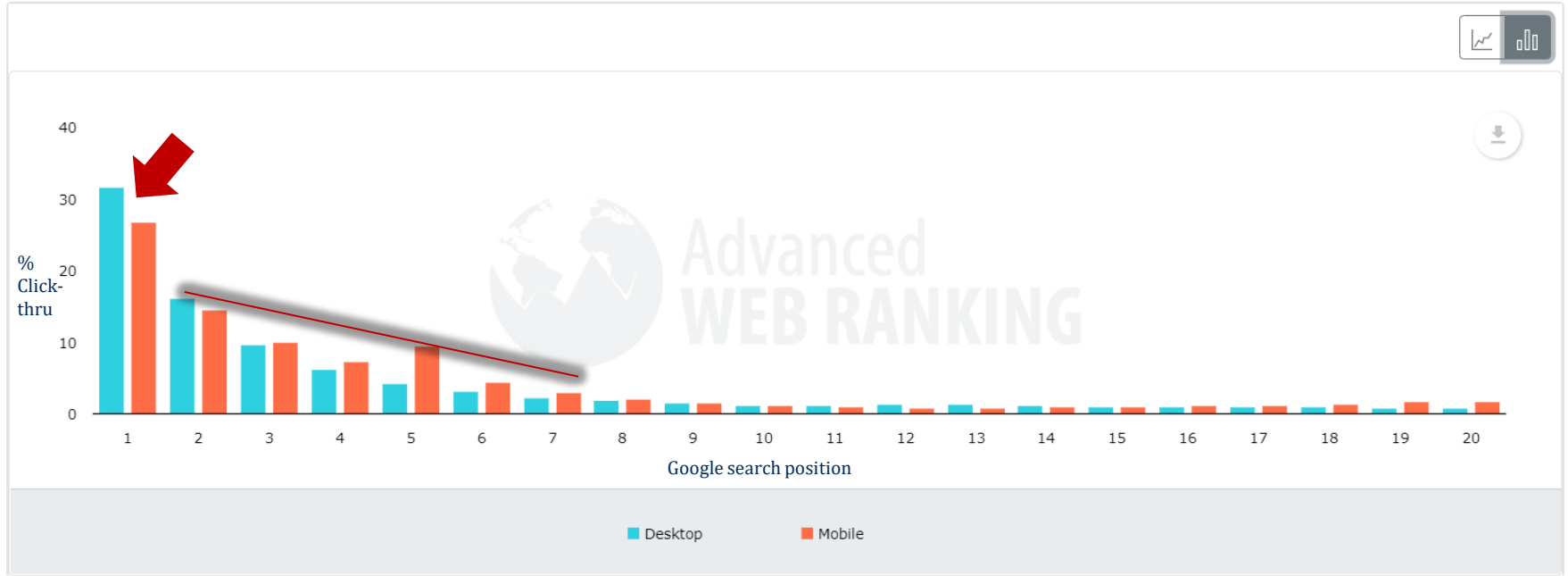
RNL State

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



Great example of utilizing SEO to drive leads

Google

<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.](#)

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

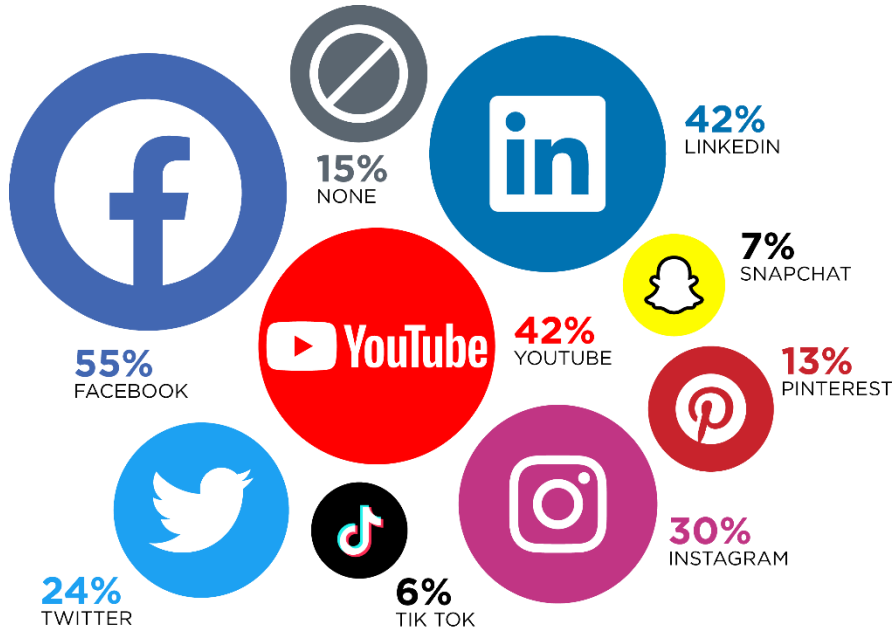


CHANGING REGULATIONS

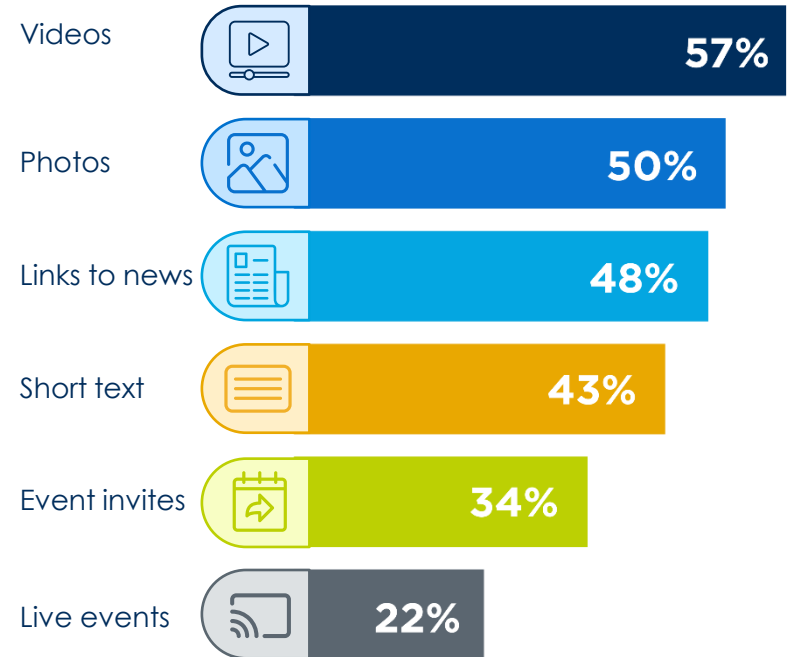
Ever-changing regulations

68% of prospective students use social media in their search

PREFERRED SOCIAL MEDIA FOR GRADUATE PROGRAM INFO



PREFERRED CONTENT ON SOCIAL



Online students most often use digital channels to find programs of interest

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%

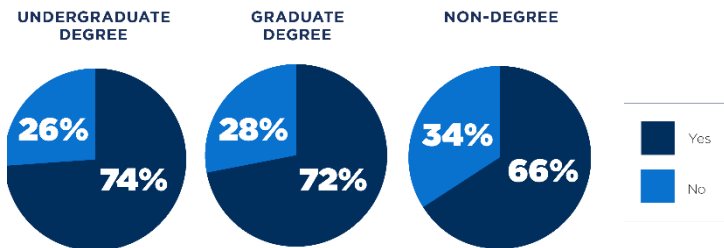
Lower usage but important to include in the mix



Source: 2022 Online Student Recruitment Report, RNL

Online students click ads that speak to their “persona”

CLICKED ON DIGITAL ADS DURING SEARCH



MOST COMPELLING REASON TO CLICK ON DIGITAL AD

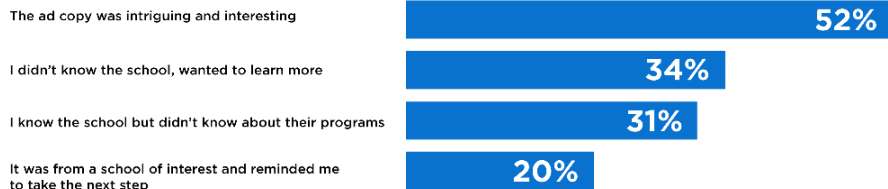
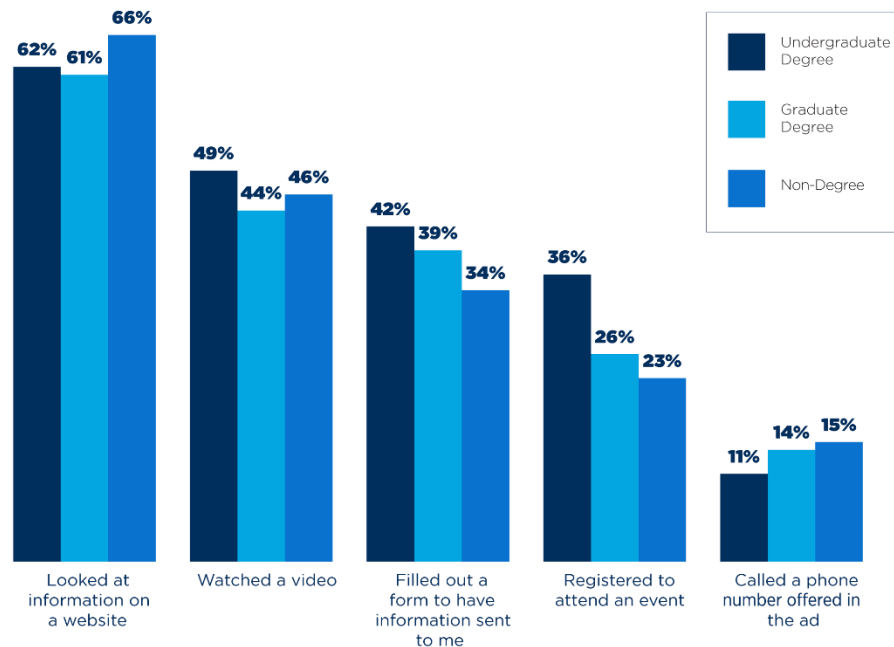


TABLE 19: ACTION AFTER CLICKING DIGITAL ADS



Integrated media strategy



Traditional Media



Direct Mail

Inquiry Generation + Re-engagement

Evolving + OnDemand



Out of Home

Awareness + Interest

Static + Digital



Traditional Radio

Awareness & Broad Reach

Passive + Complementary



Traditional TV

Broad Reach + Retention

Immediate + Intrusive



Transit

Awareness + Engagement

Static + Digital



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



Knowing what your
target audience looks
like...

Prospective Online Student Demographics

GENDER

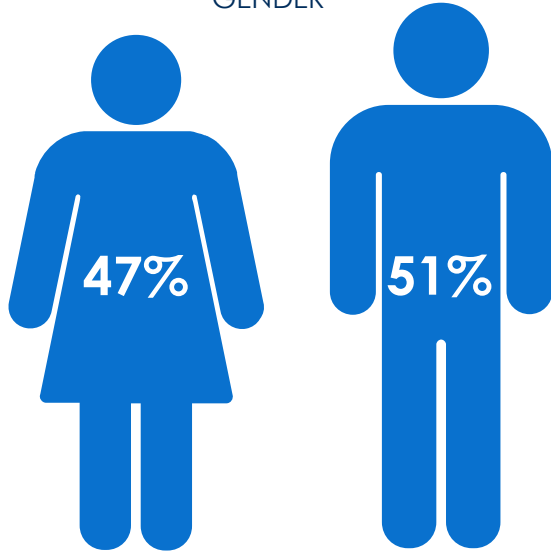
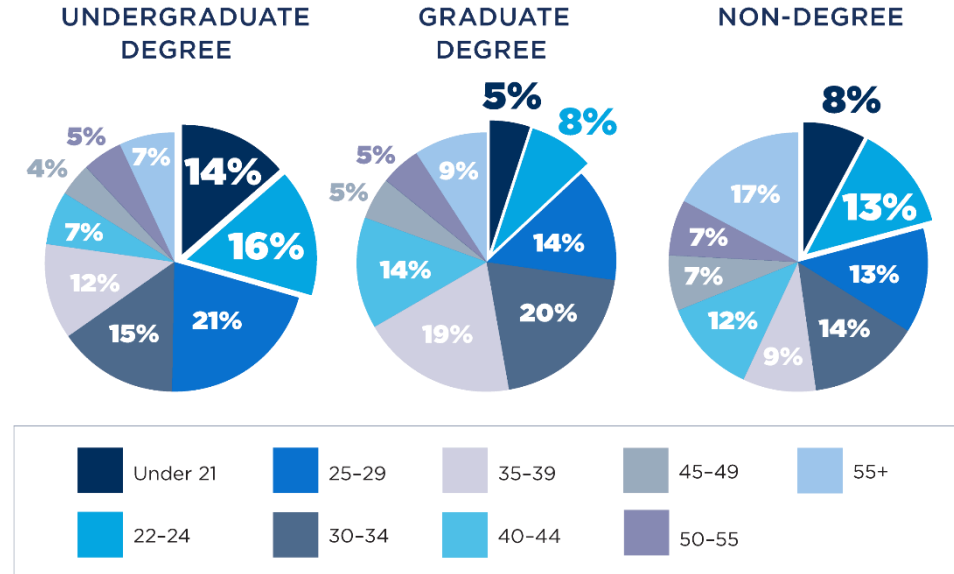
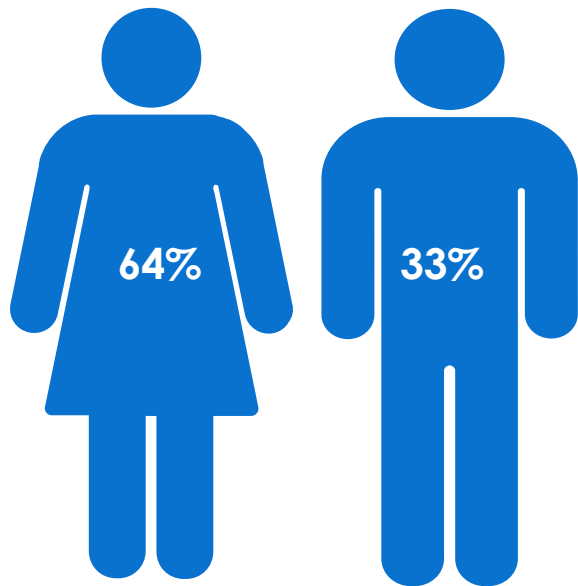


TABLE 28: AGE OF RESPONDENTS

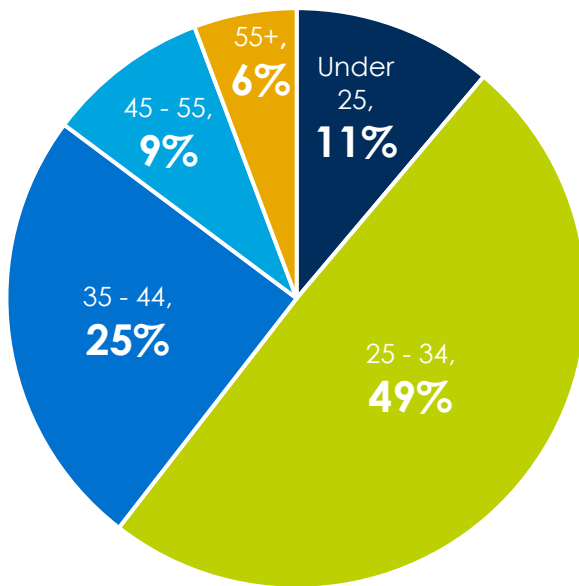


Prospective Graduate Student Demographics

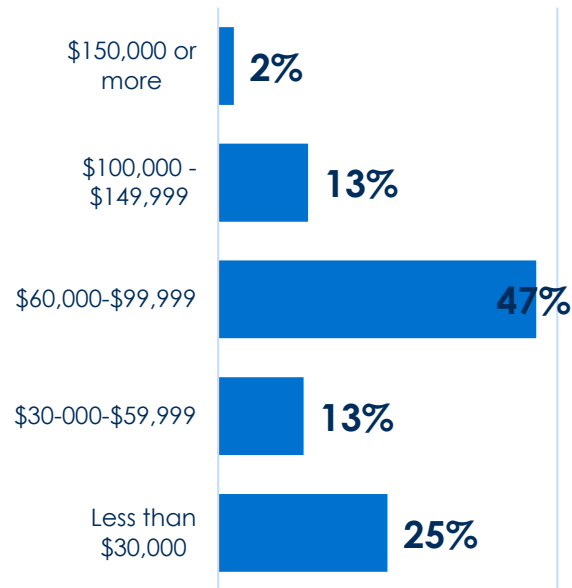
GENDER



AGE



HOUSEHOLD INCOME





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

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>

©1998-2021 Ruffalo Noel Levitz, LLC. All Rights Reserved. | vegp-ui_2.5.1b210128-141701ePROD



Detailed monthly media plans

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


RNL **University**

🔍

📊 PLANNING
June 2021
🔄 📄 ✕

50% through the month

40% of planned budget spent

		Goals	Planned	Actual	Capped	Uncapped	Recommend	Historical	
Campaign Summary		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
Paid		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	--	--
	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	--	--	--	--	--	--	--




Media recommendations inform media spend

University

INQUIRY GOALS ACADEMIC PERIOD GOALS

INQUIRY GOALS		2021-06			2021-08					
Channel		Jun 2021	Recommendation	Historical	Jul 2021	Recommendation	Historical	Aug 2021	Recommendation	Historical
Totals	Budget	\$235,000.00	\$263,726.31	\$211,944.84	\$0.00	\$206,925.48	\$172,899.71	\$0.00	\$84,649.30	\$155,664.74
	Inquiry	1,325	1,582	1,372	0	1,342	1,205	0	603	1,211
Paid Channels	Budget	\$235,000.00	\$263,726.31	\$211,944.84	\$0.00	\$206,925.48	\$172,899.71	\$0.00	\$84,649.30	\$155,664.74
	Inquiry	1,325	1,395	1,242	0	1,186	1,043	0	496	1,055
Affiliate	Budget	\$10,000.00	\$12,014.85	\$18,088.25	\$0.00	\$6,137.31	\$12,060.20	\$0.00	\$1,495.79	\$10,659.00
	Inquiry	200	202	309	0	119	196	0	25	225
Paid Search	Budget	\$165,000.00	\$179,413.70	\$138,110.46	\$0.00	\$132,495.05	\$113,624.68	\$0.00	\$63,170.86	\$103,534.64
	Inquiry	800	866	680	0	715	604	0	346	561
Paid Social	Budget	\$60,000.00	\$72,297.76	\$55,746.13	\$0.00	\$68,293.12	\$47,214.83	\$0.00	\$19,982.65	\$41,471.09
	Inquiry	325	327	253	0	352	243	0	125	269
	Budget	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Inquiry collection


University

👤
INQUIRY SEARCH

Search Results

Search Title: Channel / Vender View ✕ ▾

Last 30 +

First Name/Inquiry Id/Queue Id






Last Name

Inquiry

<input type="checkbox"/>	Inquiry Id	Received Date ↓	First Name	Last Name	Inquiry Id	Channel Name	Source/Vendor	Source Campaign	Program
<input type="checkbox"/>	72128057	06/13/2021 06:51:15 am	K	Evans	72128057	Search	Google	Program	Bachel Science Special Educati
<input type="checkbox"/>	72128053	06/13/2021 06:46:57 am	G	Swancy	72128053	Paid Social	Facebook	Microsite	Undecic
<input type="checkbox"/>	72128043	06/13/2021 06:35:25 am	M	Howard	72128043	Affiliate	Campus Explorer	0	Bachel Business Admins
<input type="checkbox"/>	72128020	06/13/2021 06:12:26 am	M	Marshall	72128020	Search	Google	Program	Undecic
<input type="checkbox"/>	72127888	06/13/2021 03:46:55 am	E	McDonald	72127888	Search	Google	Generic	Undecic
		06/13/2021							Bachel

Transparent tracking and training

4

-  Dashboards
-  Enrollment Planning
- Goals
- Plans
-  Inquiries
-  Acuity
-  Administration

4

RNL University

EGP DASHBOARD

ENROLLMENT FUNNEL MEDIA TRENDING CONTACT RATE

Academic Period
Snow Valley University March 2021

Monthly

Milestone	Plan			Actual					Forecast				Helix Benchmark	
	Next Milestone Rate	Start Rate	Count	Next Milestone Rate	Start Rate	Count	Variance	% to Plan	Next Milestone Rate	Start Rate	Count	Variance		% to Plan
Qualified Inquiry	33%	11%	626	39.0%	14.0%	577	-49	92.0%	32.0%	12.0%	708	82	113.0%	65%
Submitted Applicant	56%	36%	207	62.0%	37.0%	227	20	109.0%	62.0%	37.0%	227	20	109.0%	50%
Completed Applicant	90%	63%	117	89.0%	59.0%	143	26	122.0%	88.0%	59.0%	142	25	121.0%	70%
Admitted Student	83%	70%	106	82.0%	66.0%	128	22	120.0%	80.0%	67.0%	126	20	118.0%	95%
Registered	92%	84%	88	93.0%	80.0%	105	7	119.0%	92.0%	84.0%	101	13	114.0%	85%
FDOC	92%	92%	81	86.0%	86.0%	98	17	120.0%	91.0%	91.0%	93	12	114.0%	95%
Start	100%	100%	75 [75]		100.0%	85	10	113.0%		100.0%	85 [85]	10	113.0%	95%



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: 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?



RNL Regional Workshop

Graduate and Online Enrollment



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**

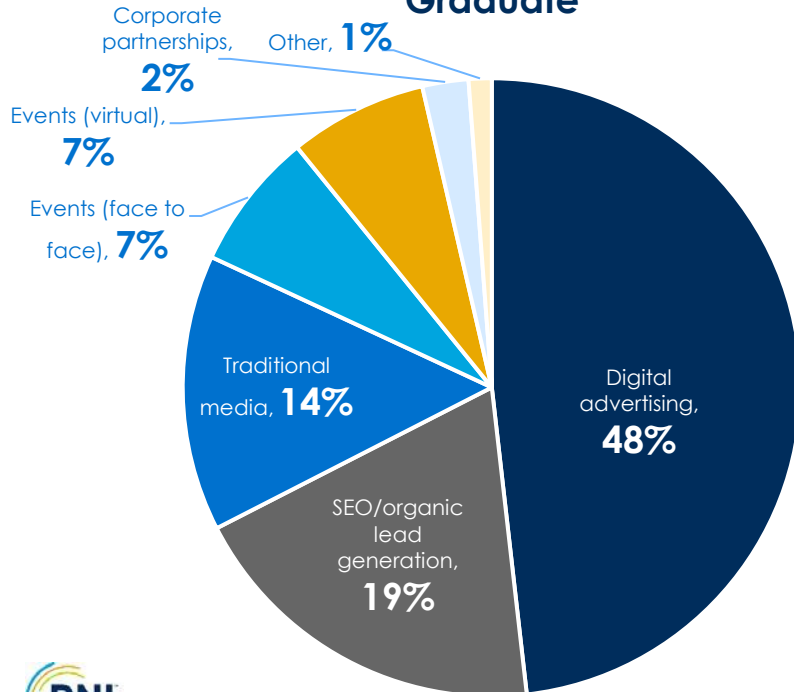


**Remember your
mission**

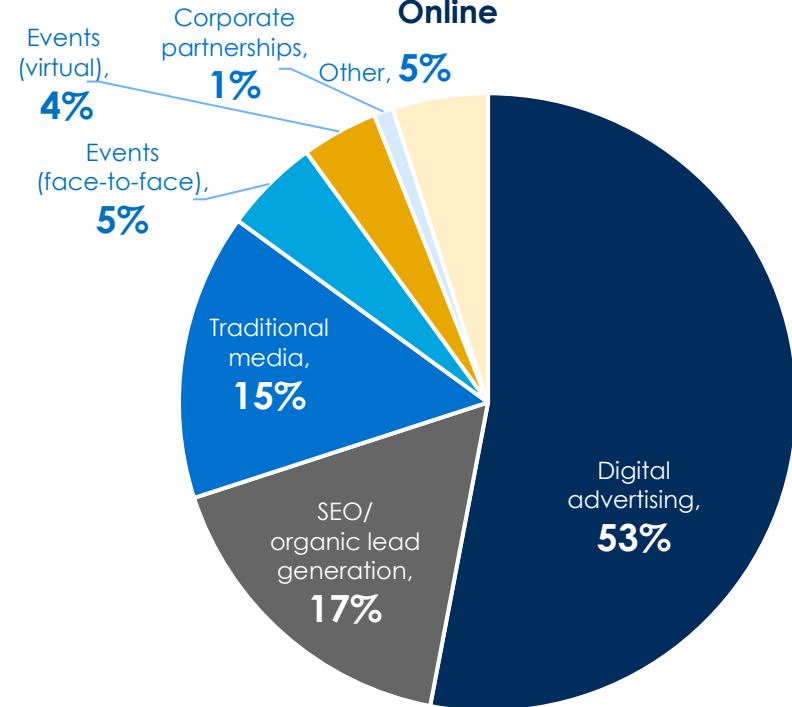
How the typical marketing budget is being spent

THE MARKETING AND RECRUITMENT BUDGETS FOR GRADUATE AND ONLINE PROGRAMS

Graduate

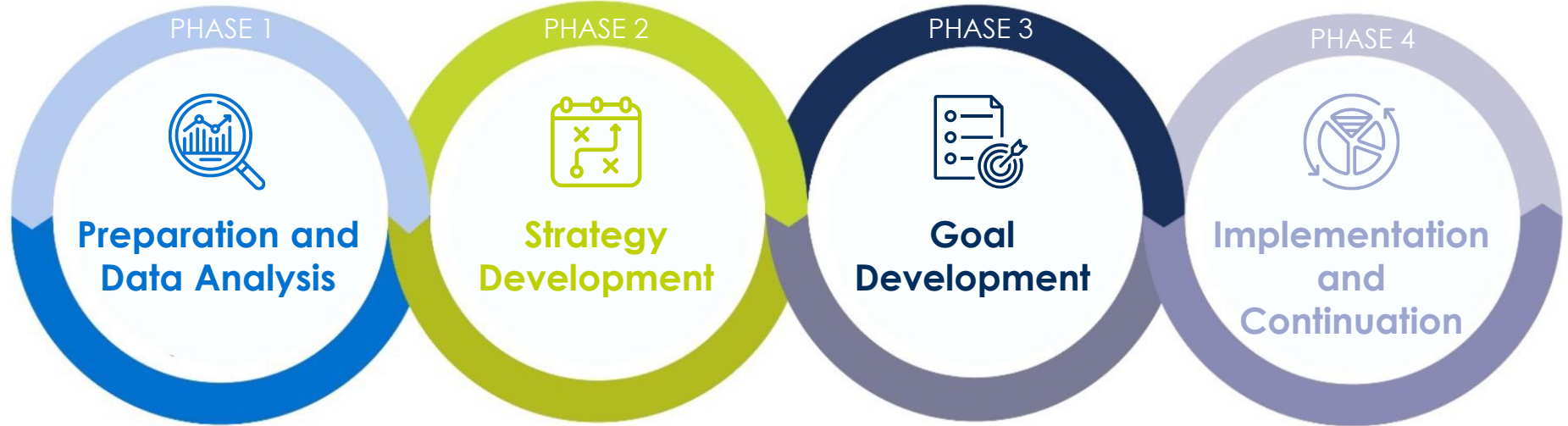


Online



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

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. In the center, the text "Unanswered Questions???" is written in a white, sans-serif font.

Unanswered
Questions???

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



OFFER TO RNL
WORKSHOP PARTICIPANTS

**\$595 flat rate
on 2023 RNLNC
registration!**

Must register by May 1, 2023
to receive this special offer.

Use code:
Workshop595



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/>



All material in this presentation, including text and images, is the property of RNL. Permission is required to reproduce information.