



Building an Online Support Ecosystem as a Strategic Response to Enrollment Shifts

Ruffalo Noel Levitz National Conference July 2023

Meet Your Presenters



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Session - Building an Online Support Ecosystem as a Strategic Response to Enrollment Shifts

- Higher education professionals are currently dealing with the most turbulent environment in decades. Characterized by stagnant enrollment, ongoing demographic shifts, rapid technological change, and constrained resources, the pressure is on to attract, retain, and graduate students in greater numbers than ever before.
- These shifts require institutions to expand their capacity and support in order to serve online students and working professional graduate students.
- This session will explore one university's response to the latest trends in enrollment and degree production, and their **strategic response** to the higher education market shifts to build a sustainable, **student-centric approach** to grow enrollments and support new student populations.

Framework

- What is changing in higher education, and what is driving those shifts?
- Neumann University's Vision for the future - responding to the latest trends in enrollment and degree production
- Gaps and Strategy for Enablement
 - Building sustainable, student-centric support models

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. The text "Shifts in higher education enrollment" is centered in white, sans-serif font.

Shifts in higher education enrollment

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

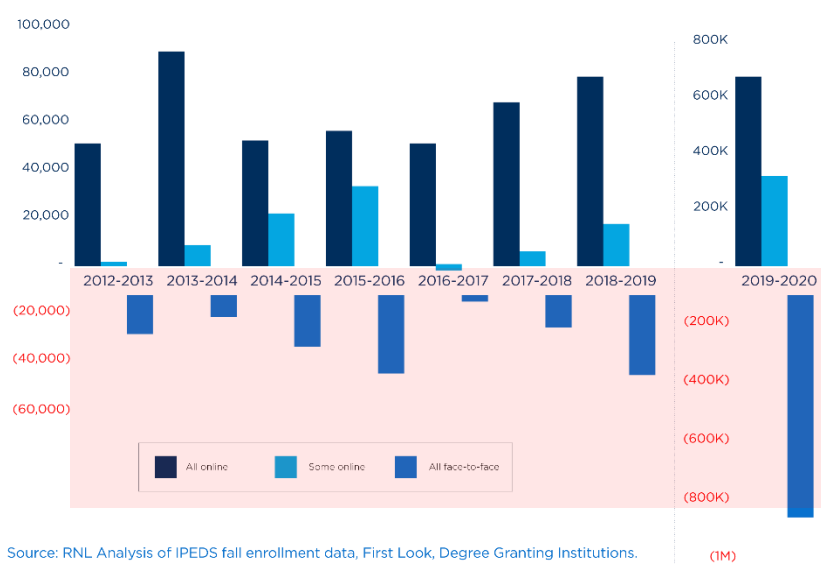
TABLE 2: UNDERGRADUATE YEAR-OVER-YEAR FALL ENROLLMENT CHANGE BY FORMAT



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



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



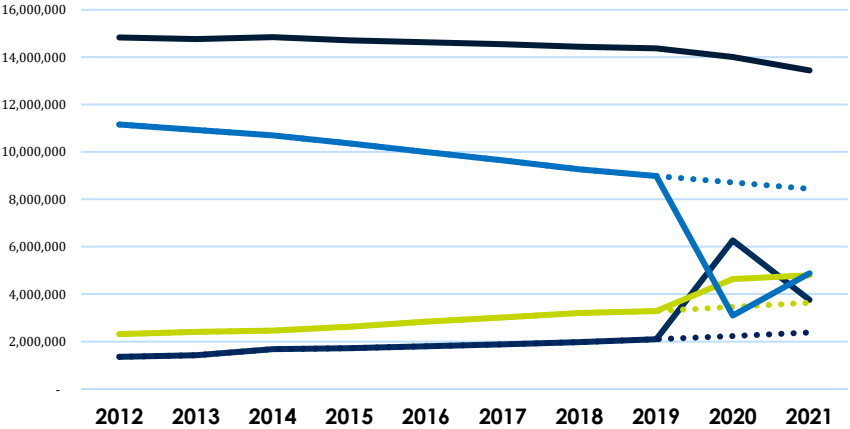
Source: RNL Analysis of IPEDS fall enrollment data, First Look, Degree Granting Institutions. Retrieved April 2022.

Enrollment Trends and Format Choice

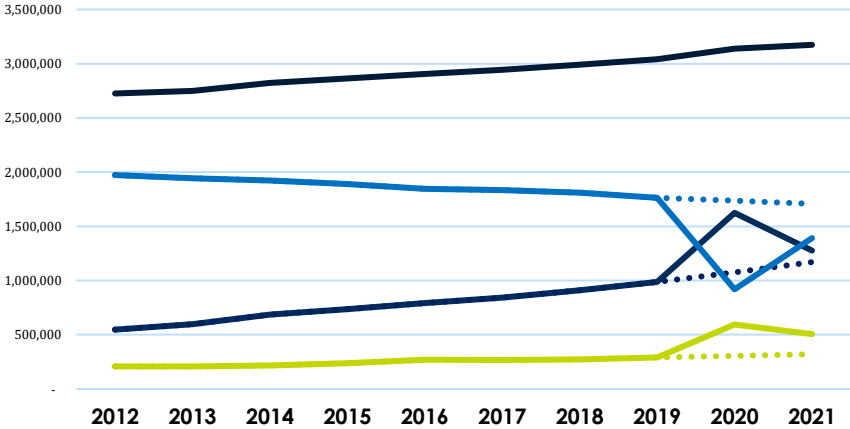
(With and Without the Pandemic)

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)

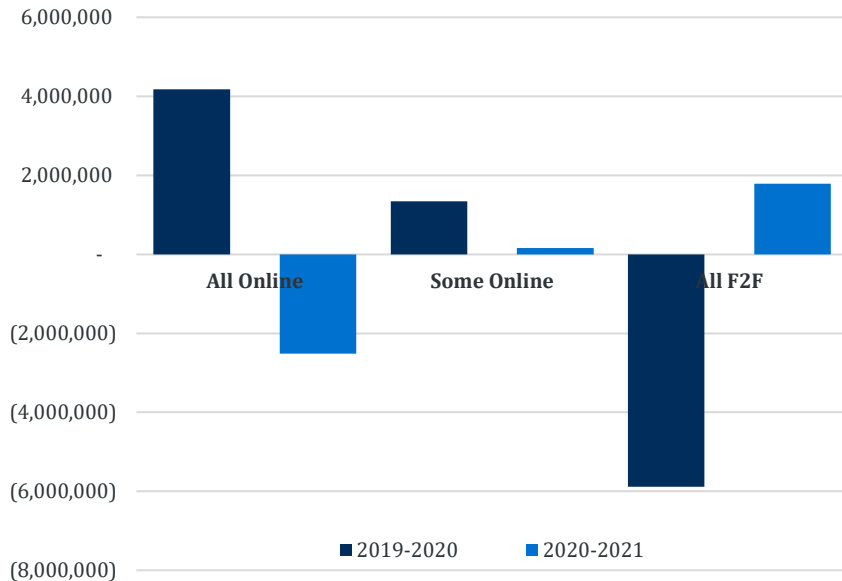


Source: RNL Analysis of IPEDS Fall Enrollment Snapshot data. (U.S. degree-granting institutions of at least two years.)

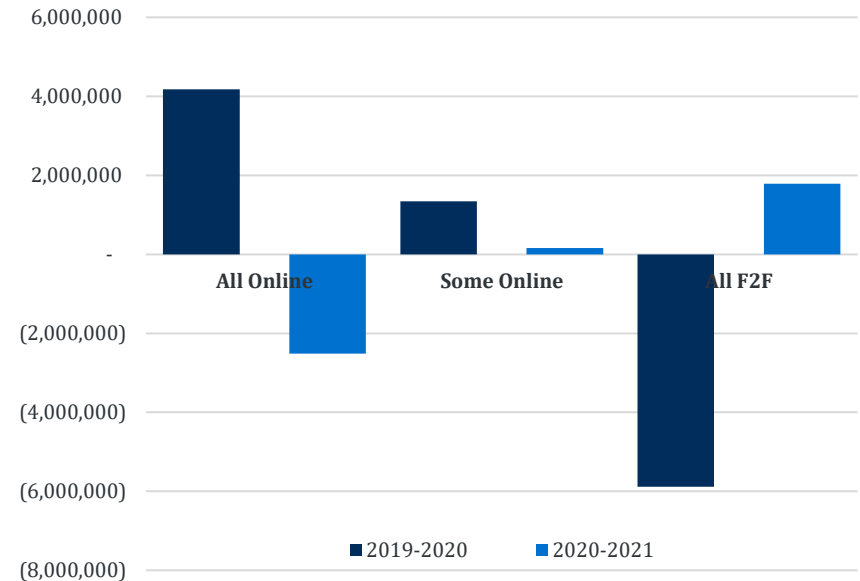
Post-Pandemic Enrollment Choice Correction?

Post-pandemic data does not indicate a “snap back” to “normal” that some hoped for.

Undergraduate



Graduate



Source: RNL Analysis of IPEDS Fall Enrollment Snapshot data (U.S. degree-granting institutions of at least 2 years.)



A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and looking at it. In the foreground, the keyboard of a laptop is visible. The entire image is overlaid with a semi-transparent blue filter.

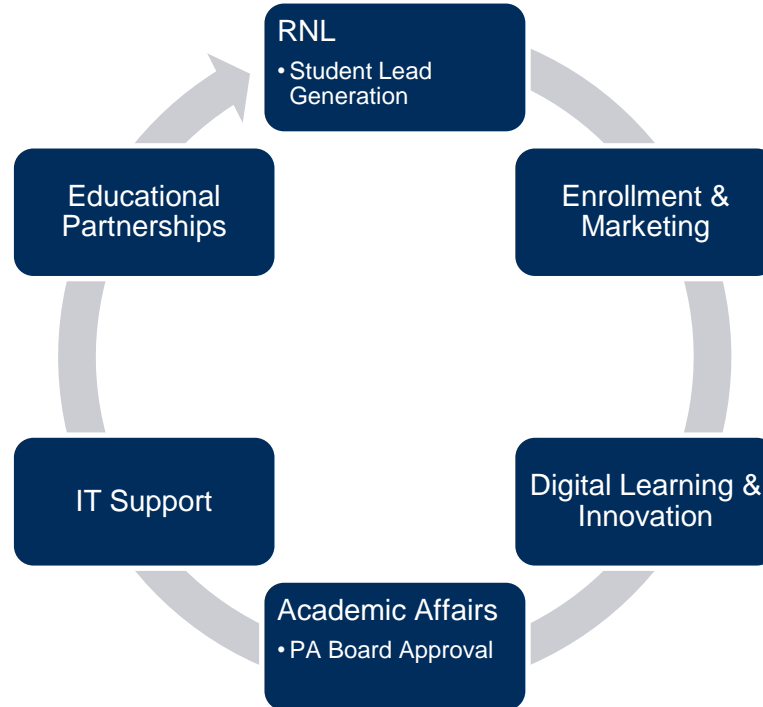
Institutional Response: Neumann University

The Neumann University Response

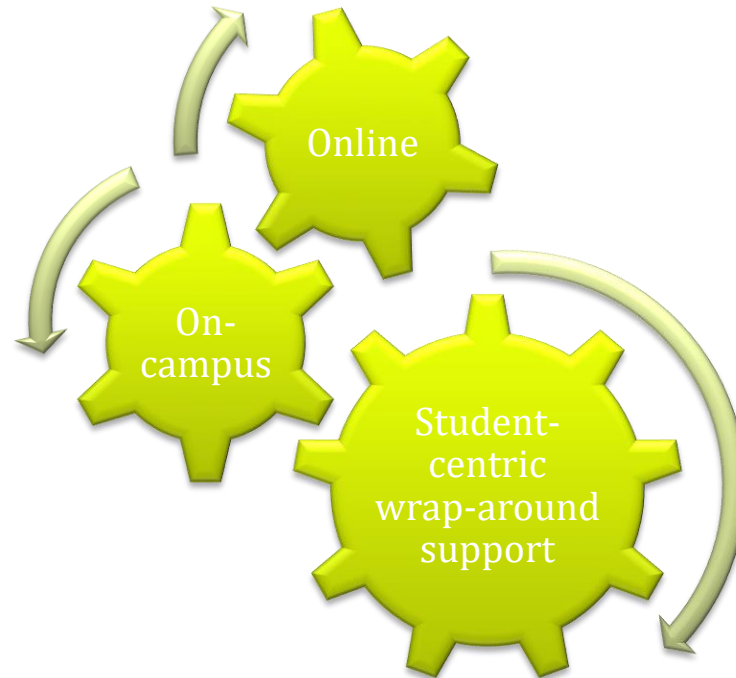
- The need for change



The Making of NU Global



Goal: A Holistic Approach to Support Services



Office of Digital Learning & Innovation



Neumann Global Online



Educational Partnerships Office



College of Professional & Continuing
Education



Center for Leadership



Center for Instructional Design &
Innovation



Mid-Atlantic Digital Learning Colleges &
Universities Affinity Group

Organizational Assets



NU Global Online

[Digital Learning & Innovation - Home \(sharepoint.com\)](#)

[Passport to Canvas for Students Orientation \(instructure.com\)](#)

[Online Student support services | Neumann University](#)



Educational Partnerships Office

Mid-Atlantic Digital Learning Affinity Group

Collaborative Conferences @ Neumann

Acadeum & Edge



Center for Instructional Design & Innovation

[Canvas Foundations for Educators](#)

[Canvas Essentials for Educators](#)

E-Learning Committee

Faculty Fellow

Canvas Training Portal



Center for Leadership

[Center for Leadership | Neumann University](#)

Spring Leaders Retreat

Leadership Institute

PD Training



College of Professional & Continuing Education

Certificates

Non-credit courses

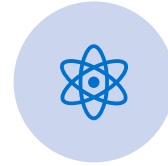
Using Canvas Catalog

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 "Bridging Communication & Support" is written in a white, sans-serif font, arranged in three lines.

Bridging Communication & Support

Automation Assistance & Technology Integration

- Global Announcements
- Chats
- Directed Messaging
- Connected Web Presence
- Online Resources
- Online Readiness Sessions



SERVE AS
CONNECTOR
BETWEEN
STUDENT &
FACULTY



BRIDGE LEARNING
AND SERVICE GAPS



PROVIDE ONLINE
STUDENT POINT OF
CONTACT



INCREASE ACCESS
TO RESOURCES



LEARNING
SUPPORT SERVICES
TRIAGE



RETENTION
ADVOCATE

Student Resources and Sessions


Student Resources ↗

- [Canvas Student Resources](#)
- [Canvas Student Video Guide](#)
- [Online Student Support Services](#)
- [Library | Neumann University](#)

Work Clock - Locations & Times

Aston, PA 9:20 AM Thursday, 5/11/2023	Chicago, IL 8:20 AM 1h behind Thursday, 5/11/2023
Los Angeles, CA 6:20 AM 3h behind Thursday, 5/11/2023	Ireland 2:20 PM 5h ahead Thursday, 5/11/2023
Istanbul, Türkiye 4:20 PM 7h ahead Thursday, 5/11/2023	Tokyo 10:20 PM 13h ahead Thursday, 5/11/2023







MAY 11

Students
Online Student Readiness Session

Thu, May 11, 6:00 PM






AUG 24

Online Student Readiness Session

Thu, Aug 24, 6:00 PM




Faculty Resources

MyNU Portal Student Success Center Departments Other Apps

Digital Learning & Innovation Home Documents Edit

+ New Page details Analytics Published 4/25/2023



Digital Learning & Innovation


Welcome to Neumann University's Office of Digital Learning & Innovation. Recognizing how mindful use of technology can be transformational, we strive to provide continuous development and cultivate a welcoming community of practice about digital learning today and the future. On this page, you will find links to resources, session recordings, and events.

For inquiries call 610-361-5354 or email: Digital.LearningInnovation@neumann.edu

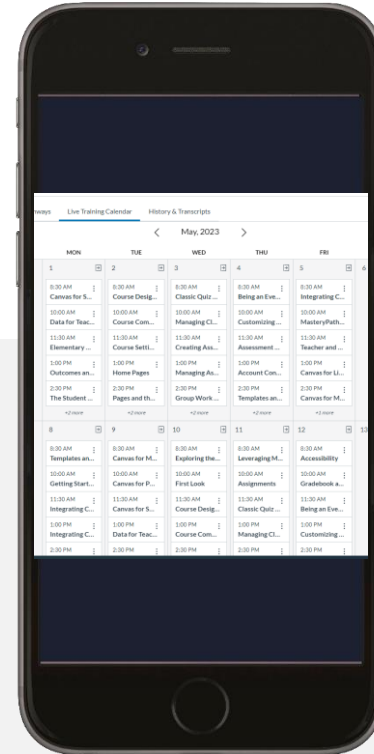
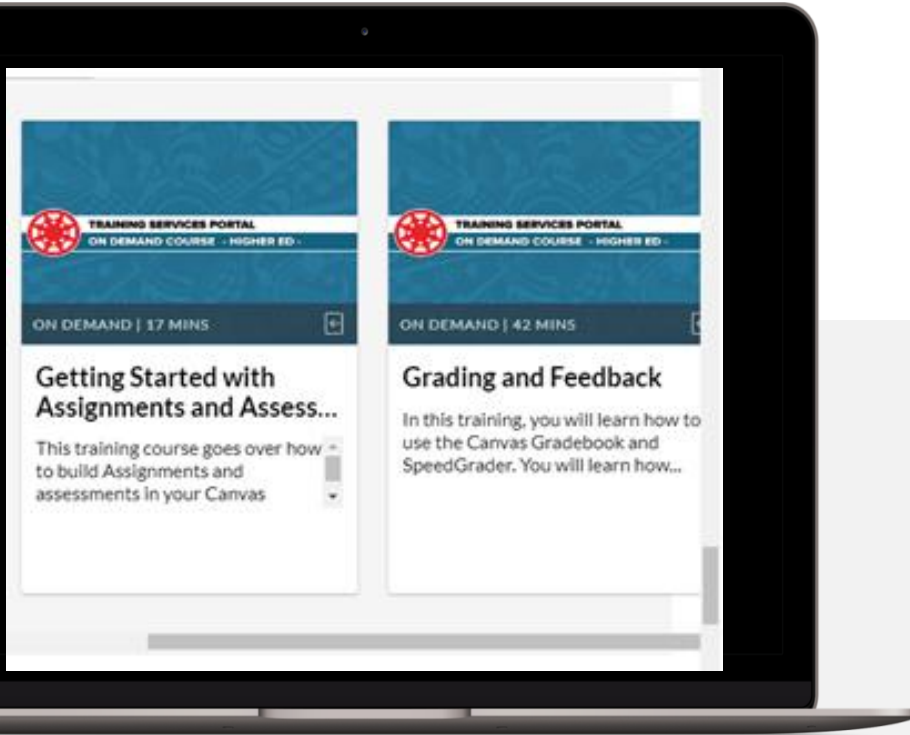
If you'd like to share your expertise, propose an idea, future workshop or presentation, [click here](#).

Faculty Resources

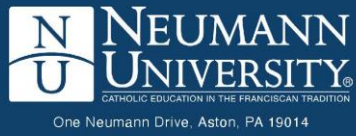
Canvas Faculty Resources	Online Accessibility Checker	Canvas Video Collection
Canvas FAQs	Online Learning Journal (OLJ)	Course Evaluation Checklist
QM Higher Education Rubric	Internet Archive: Digital...	Horizon Reports
TED Talks Education	TED-Ed Blog	MERLOT
OER Commons		



Canvas Live & On-Demand Training



New Educational Partnerships



Welcome to Neumann University Educational Partnership Program

BENEFITS OF PARTNERSHIP

-  20% Tuition savings for employees and immediate family members
-  Volume tuition reduction through exclusive cohort opportunities
-  Faculty-led topical webinars
-  No cost to apply, and deferred billing options available
-  Dedicated Staff Liaison
-  Customized webpages

Graduate Degree Programs

- MS Accounting**
- MS Athletic Training
- MS Education*
- MS Cybersecurity**
- MS Nursing Options**
- MS Business & Organizational Leadership**
- MS Clinical Mental Health Counseling
- MS Medical Laboratory Science
- MS Forensic Psychology**
- MS Sports Business**

**Online Only *Online Option

For more information, scan or click today!



SCAN / CLICK

PARTNER WITH NEUMANN

Connect, Collaborate, Cultivate

The benefits of effective partnerships between higher education industry strengthen the organizations and communities served. These relationships sustain opportunities for learning, mentorship, stewardship, increase access, and support workforce development of the future.

To learn more about partnership opportunities with Neumann University, email: xxxxxx@neumann.edu or call xxx-xxx-xxxx.

Click below to view some of Neumann's diverse partnerships.



Using Data to Support Student Success & Retention

LMS data

**Templates,
Blueprints
and Training**

**Student
Outcomes**

**Course
Success Rates**

Evaluations

**Usage and
Activity
Reports**

Data Filters



Key Learnings and Insights

- Understanding of student demographics
- Intentional continuous education of occupational outlooks and market trends
- Agile and iterative innovation

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. The text "Looking Forward" is centered in white, sans-serif font.

Looking Forward

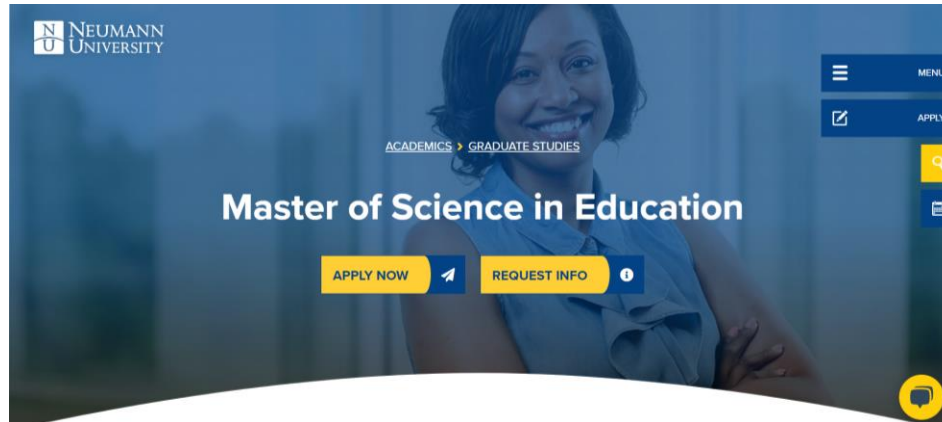
Three Online Programs - Just the Beginning

- Vision for the future



Home > Academics > Graduate Studies > School of Nursing and Health Sciences > M.S. in Nursing Programs

MASTER OF SCIENCE IN NURSING PROGRAMS



Balancing Capacity to Meet Market Demand

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



Continue to use Data, Insights, Analytics to Shape Strategic Decisions



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.

Thank You

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



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