



Flexibility, Transparency, Empowerment: The Essentials of Great Partnerships

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Graduate & Online Solutions



Regulatory Challenges Confronting Revenue Share OPM Models

IHE Inside Higher Ed Register Login Become a Member

February 15, 2023

Oversight Coming for Online Program Providers

Colleges and universities that contract with an online p

IHE Inside Higher Ed Register Login Become a Member

Department of Education Announces Unprecedented Expansion of Regulatory Jurisdiction Over Service Providers for Institutions of Higher Education

Pearson sells OPM arm to private equity firm

February 16, 2023

Posted on Mar 21, 2023 by Sophie Hogan

Posted in Acquisitions, Ed tech, News, under Europe Global.

Tagged with Pearson, Pearson Online Learning Services, Pearson PTE, POLS, Private equity.

Bookmark the permalink.

Pearson has made the decision to sell its online management services platform for universities to global private equity firm Regent.



What our Partners Asked RNL to do...

Operate Differently!



RADICAL TRANSPARENCY: Total visibility, full control and campus ownership



COMPLETE FLEXIBILITY: The modular options reward your internal capabilities with freedom to choose what you need now and in the future with no long-term contracts



EMPOWERING TECHNOLOGY: Data, intelligence, personalization, and planning that power enrollment growth



TRANSFORMATIONAL PARTNERSHIP: As a fee-for-service model, you retain 100% of your tuition revenue

THE GOAL: A TRUE PARTNERSHIP THAT LEADS TO TRANSFORMATION

Whether it is student transformation, transformational growth on campus, digital transformation, or transformational revenue, your goals are our goals.

RNL Enable: Transforming Enrollment Success



Strategy & Consulting

- Online Readiness Assessment
- Regulatory Accreditation Consulting
- Strategic Enrollment Planning Consulting
- Recruitment Consulting



Research & Market Insights

- Program Prioritization and Positioning
- Price Sensitivity Analysis
- Target Audience Personas and Messaging Strategy



Teaching & Learning

- Faculty Consulting and Workshops
- Instructional Design, Course Development
- Consulting, Digital Learning Strategies
- Curriculum Library



Lead Generation

- Media Planning and Digital Advertising
- Search Engine Optimization (SEO)
- Content and Creative Development
- Website and Analytics Solutions
- Proprietary Database



Marketing & Recruitment/Conversion

- Engagement Marketing (Post-Lead Gen Through Retention)
- Personalized Video
- Contact Center
- Inbound/Outbound Calling Operations
- Enrollment Coaching



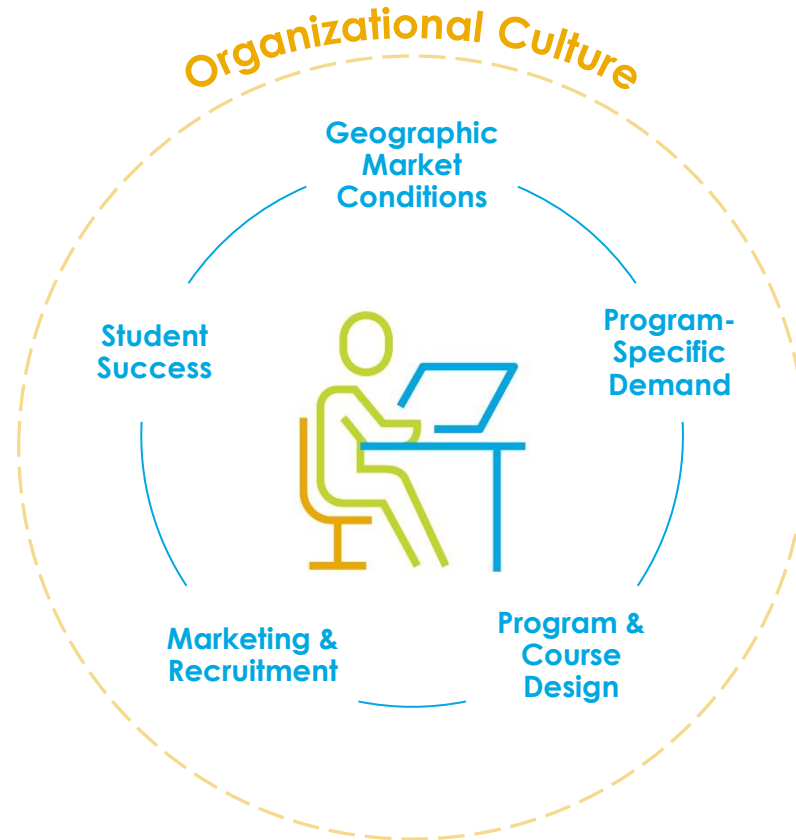
Student Success & Retention

- Success Coaching (Academic, Career, and Life)
- Academic Advising
- Re-Entry Coaching
- Predictive Analytics



RNL Envision: Higher education's leading enrollment growth platform

Factors Influencing Adult/Graduate Enrollment



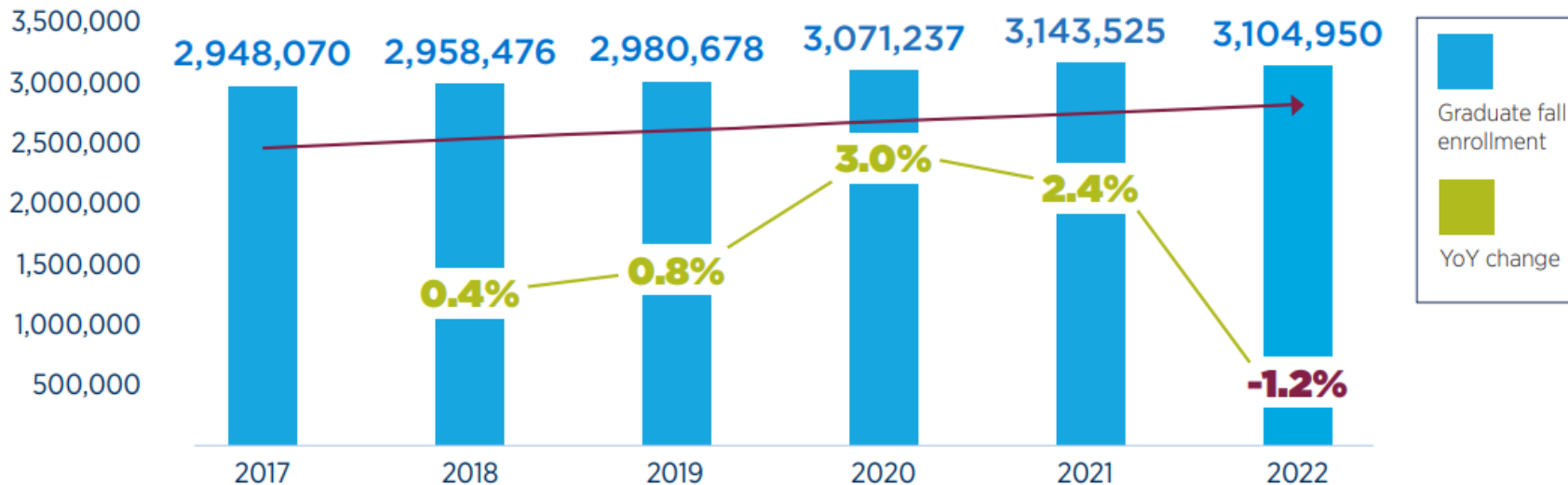


Geographical Market Conditions



Graduate enrollment is normalizing

Figure A: Graduate fall enrollment trends 2017-2022



Source: National Student Clearinghouse, CTEE, Fall 2022



Graduate students are highly likely to enroll close to home – particularly online students

How far from where you reside (or resided at the time) was the furthest school/program you considered?



38%
Within 25 miles

27%
25-50 miles

11%
51-75 miles

6%
75-100 miles

17%
More than 100 miles

Distance from home by format

DISTANCE	ALL ONLINE	PARTIALLY ONLINE	ALL CLASSROOM
Within 25 miles	40%	37%	34%
25-50 miles	25%	31%	26%
51-75 miles	11%	14%	8%
75-100 miles	6%	6%	6%
More than 100 miles	19%	12%	25%



Utilize Publicly Available Data: Volume



Program	ALL Degrees			Online Degrees			Related Occupations	
	2021 Total Degrees	5-Year Growth # (2016-2021)	5-Year Growth %	2021 Online Degrees	5-Year Growth # (2016-2021)	5-Year Growth %	Estimated Job Openings at Level	Proj. Growth (2022-2031)
Business Administration and Management, General	8,173	206	3%	5,772	1,520	36%	53,783	11%
Educational Leadership and Administration, General	3,257	408	14%	2,554	281	12%	1,430	9%
Social Work	2,185	699	47%	1,511	693	85%	4,390	13%
Accounting	2,101	(82)	(4%)	306	(78)	(20%)	12,809	10%
Family Practice Nurse/Nursing	2,093	706	51%	1,131	458	68%	4,956	10%
Curriculum and Instruction	1,859	166	10%	1,535	300	24%	779	9%
Computer and Information Sciences, General	1,625	(220)	(12%)	343	343	Insf. Data	13,640	18%
Management Sciences and Quantitative Methods, Other	1,336	1,234	1210%	93	93	Insf. Data	14,377	12%
Information Science/Studies	1,143	(361)	(24%)	437	334	324%	7,618	23%
Special Education and Teaching, General	1,137	315	38%	713	173	32%	4,728	9%
Health/Health Care Administration/Management	843	331	65%	369	213	137%	16,368	11%
Management Science	801	509	174%	456	456	Insf. Data	11,114	10%
Counseling Psychology	722	(530)	(42%)	357	(393)	(52%)	3,159	13%
Public Administration	717	127	22%	512	153	43%	2,193	12%
Counselor Education/School Counseling and Guidance Services	703	(281)	(29%)	315	121	62%	850	10%
Library and Information Science	631	194	44%	631	227	56%	7,050	11%
Mental Health Counseling/Counselor	559	259	86%	154	128	492%	1,783	17%
Nursing Administration	551	197	56%	462	135	41%	5,615	10%
Mechanical Engineering	513	(167)	(25%)	248	(100)	(29%)	1,756	7%
Physician Assistant	506	20	4%	117	(123)	(51%)	258	21%
Exercise Science and Kinesiology	493	71	17%	180	91	102%	255	14%
Communication Sciences and Disorders, General	483	103	27%	116	116	Insf. Data	898	12%
Regional Studies (U.S., Canadian, Foreign)	482	482	Insf. Data	482	482	Insf. Data	2,563	21%
Electrical and Electronics Engineering	460	(980)	(68%)	133	(269)	(67%)	1,388	9%
Education, General	456	(204)	(31%)	352	(26)	(7%)	14,383	9%





Utilize Publicly Available Data: Growth

Program	ALL Degrees			Online Degrees			Related Occupations	
	2021 Total Degrees	5-Year Growth # (2016-2021)	5-Year Growth %	2021 Online Degrees	5-Year Growth # (2016-2021)	5-Year Growth %	Estimated Job Openings at Level	Proj. Growth (2022-2031)
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Family Practice Nurse/Nursing	2,093	706	51%	1,131	458	68%	4,956	10%
Social Work	2,185	699	47%	1,511	693	85%	4,390	13%
Management Science	801	509	174%	456	456	Insf. Data	11,114	10%
Regional Studies (U.S., Canadian, Foreign)	482	482	Insf. Data	482	482	Insf. Data	2,563	21%
Educational Leadership and Administration, General	3,257	408	14%	2,554	281	12%	1,430	9%
Financial Mathematics	373	363	3630%	65	65	Insf. Data	1,672	16%
Health/Health Care Administration/Management	843	331	65%	369	213	137%	16,368	11%
Special Education and Teaching, General	1,137	315	38%	713	173	32%	4,728	9%
Business/Commerce, General	291	279	2325%	291	279	2325%	27,603	12%
Mental Health Counseling/Counselor	559	259	86%	154	128	492%	1,783	17%
Business Administration and Management, General	8,173	206	3%	5,772	1,520	36%	53,783	11%
Nursing Administration	551	197	56%	462	135	41%	5,615	10%
Library and Information Science	631	194	44%	631	227	56%	7,050	11%
Electrical and Computer Engineering	178	178	Insf. Data	0	0	0%	5,158	11%
Curriculum and Instruction	1,859	166	10%	1,535	300	24%	779	9%
Econometrics and Quantitative Economics	250	153	158%	0	0	0%	2,919	13%
Data Analytics, General	149	149	Insf. Data	0	0	0%	6,846	14%
Public Administration	717	127	22%	512	153	43%	2,193	12%
Architectural and Building Sciences/Technology	117	117	Insf. Data	0	0	0%	7,129	8%
Public Health Education and Promotion	169	111	191%	105	103	5150%	2,239	12%
Health Services/Allied Health/Health Sciences, General	174	110	172%	174	117	205%	6,086	12%
Organizational Behavior Studies	172	109	173%	172	123	251%	2,149	13%
Nursing Education	317	105	50%	264	70	36%	3,985	11%
Neuroscience	108	105	3500%	29	29	Insf. Data	462	13%





Program Specific Demand

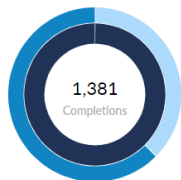
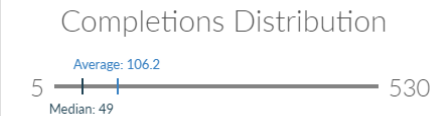


Drill Down at the Program Level



13
Institutions
8% Growth (2017-2021)

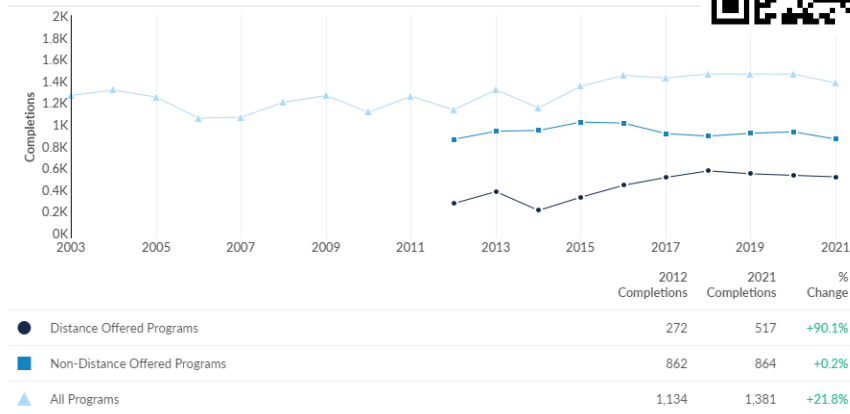
1,381
Completions
-3% Growth (2017-2021)



	Completions (2021)	% Completions	Institutions (2021)	% Institutions
● All Programs	1,381	100%	13	100%
● Distance Offered Programs	517	37%	7	54%
● Non-Distance Offered Programs	864	63%	6	46%

Institution	Master's Degree Completions (2021)	Growth % YOY (2021)	Market Share (2021)	IPEDS Cost Per Credit (2021)	Completions Trend (2017-2021)
The University of Texas at Austin	530	-9.7%	38.4%	\$659	
University of the Incarnate Word	204	-10.5%	14.8%	\$1,030	
The University of Texas at San Antonio	195	14.0%	14.1%	\$392	
Texas A&M University-San Antonio	104	-5.5%	7.5%	\$221	
Concordia University Texas	84	-15.2%	6.1%	\$665	
Texas State University	80	9.6%	5.8%	\$357	
Saint Edward's University	49	-15.5%	3.5%	\$1,610	
St. Mary's University	46	9.5%	3.3%	\$1,038	
Strayer University-Texas	33	-37.7%	2.4%	\$553	
Our Lady of the Lake University	32	-11.1%	2.3%	\$925	

Degree Production Trends - 2003-2021



Regional Market Demand Highlights:

Top left: Total volume of degrees produced, the volume and relative market share for classroom and online programs, and the total number of competing programs in the region vying for a finite number of students all are of strategic importance.

Bottom left: The recent performance of each institution in the region: total degrees produced, YoY growth, and regional market share among all programs, and program degree production trajectory.

Above: Long-term degree production trends by online (distance offered), classroom-only (non-distance offered), and all program types.

Summary: Overall degree production has increased, due almost entirely to online expansion. Seven of the 10 largest programs reported YoY contraction, while three other programs reported growth.



Assessing program choices

A fine balance between market demand and institutional strength

INTERNAL

Will



Capacity



Expertise



EXTERNAL

Market Demands
and Trends





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.

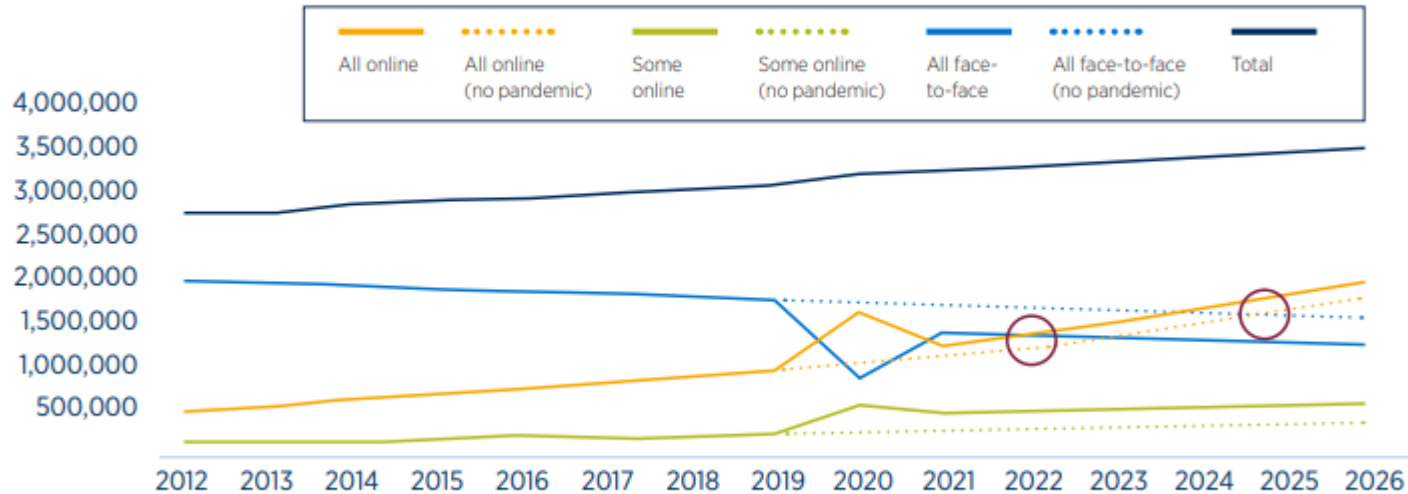


Program & Course Design



Graduate demand for online has already surpassed classroom.

Figure B: Graduate fall enrollment by format, projected to 2026 with and without pandemic



Source: RNL Analysis of IPEDS Fall Enrollment data. Retrieved, May, 2023



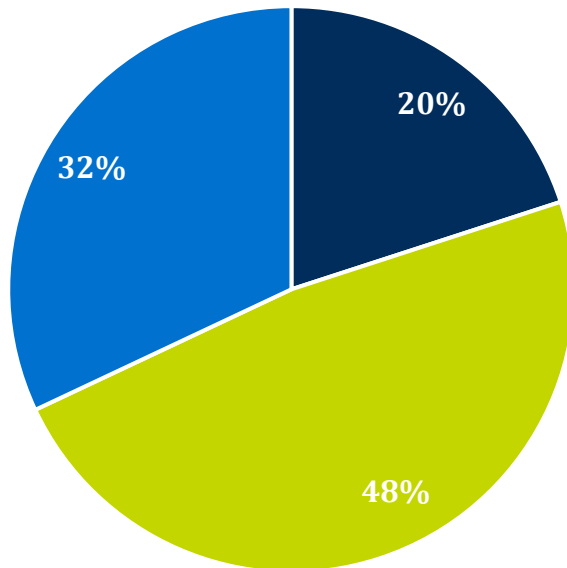
Note: Projections beyond 2021 are based on a 2012-2019 calculated compound annual growth rate for each format. This percent was applied both to the “no pandemic” (dotted) lines and the “with pandemic” lines, on the assumption that – at a minimum – pre-pandemic trends will continue. More detail on underlying premises can be found in [this blog](#).



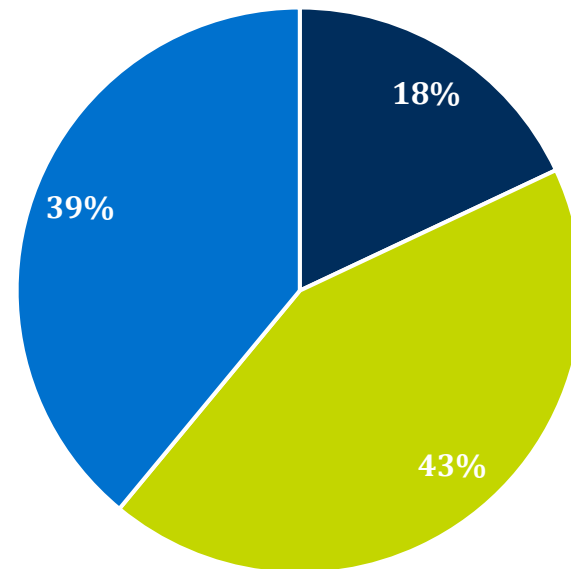
Online continues to grow, and classroom continues to shrink

“Do you plan to enroll in a classroom, hybrid, or online graduate program?”

Instructional Format: 2021



Instructional Format: 2023



■ Classroom ■ Hybrid ■ Online

■ Classroom ■ Hybrid ■ Online



3 Program & Course Design Considerations

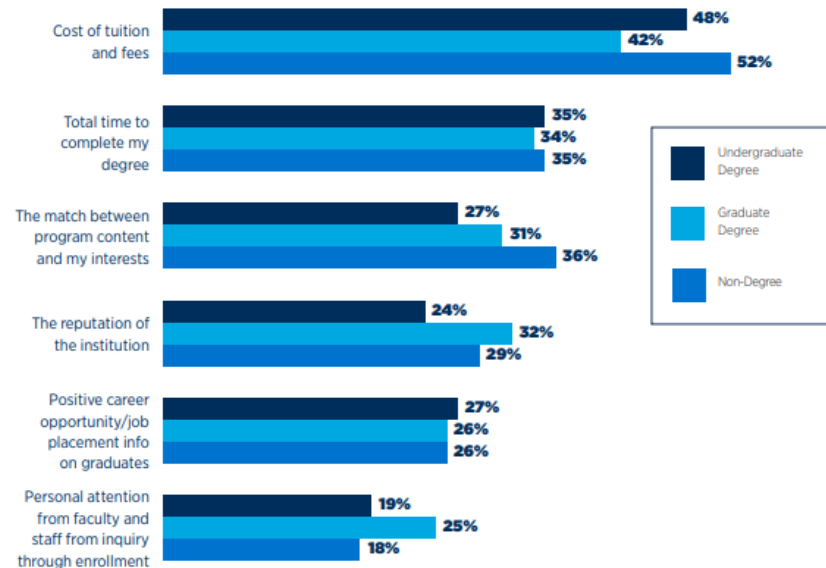
1. Prospective online students (UG, Grad, Certificate) are most concerned with:

- *Cost*
- *Modality*
- *Time to Complete*

How do your programs measure up?



(Respondents chose their three most important factors.)





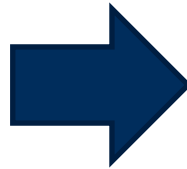
3 Program & Course Design Considerations

2. Prospective graduate students want concentrations! Generic MBA's without concentrations will be hard to sell.

Will enroll in a concentration:

Undergrad Degree: 90%

Grad Degree: 96%



Concentration	Undergrad. Degree	Graduate Degree
Finance	11%	31%
Accounting	26%	8%
Marketing	19%	12%
Human Resources Management	11%	18%
International Business	7%	8%
eCommerce	5%	5%
Computer Information Systems	4%	8%
Other	4%	4%
Healthcare Management	3%	2%

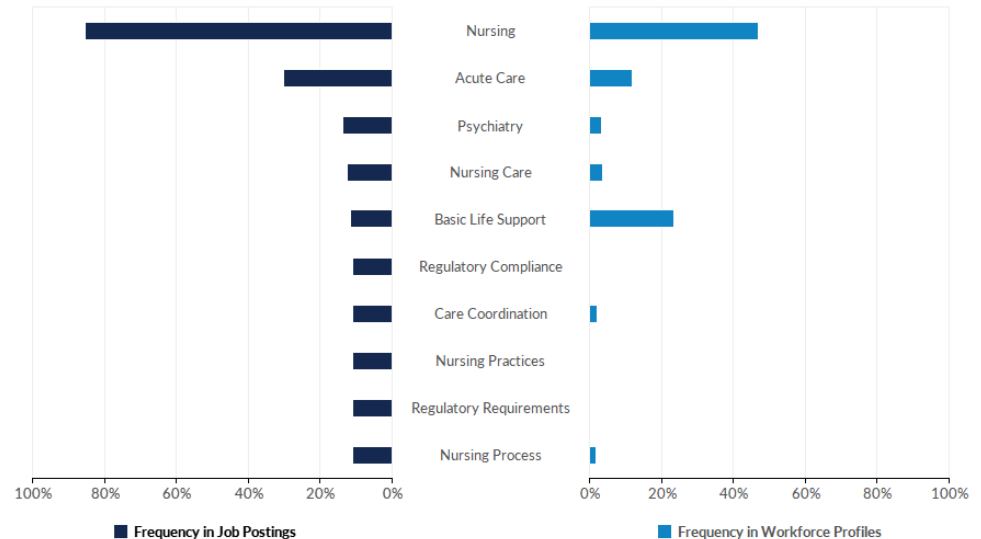


3 Program & Course Design Considerations

3. Consider how to differentiate programs by considering the top hard skills requested by employers in your region.

The data also allow us to see divergences between the hard skills that employers seek in qualified employees (left side of chart) and the hard skills cited in individual profiles/resumes of people seeking such jobs (right side of chart). This does not mean that candidates do not possess those skills, but rather that there is a disconnect between what employers need and what candidates think is important.

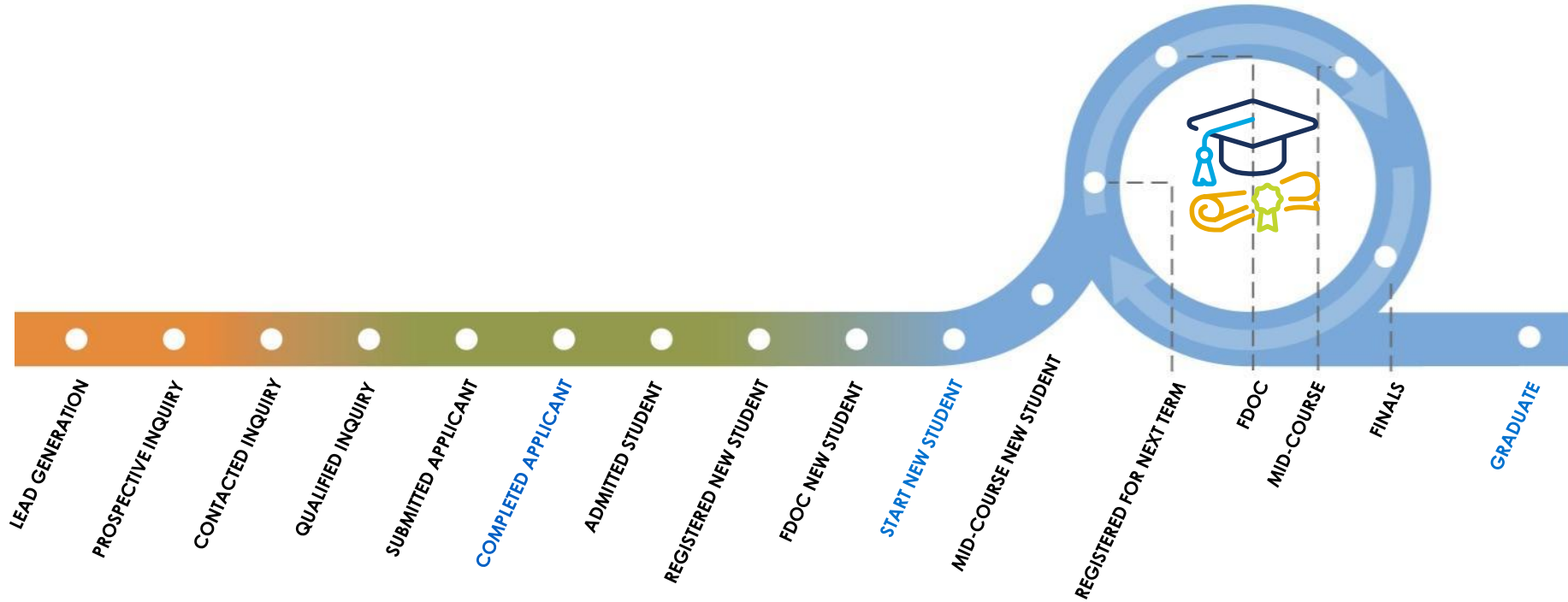
Top Hard Skills





Recruitment & Marketing

Student Enrollment Lifecycle





Recruitment: Benchmarking Funnel Analysis



	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	RNL Benchmarks
Leads/Inq	4062	8814	6560 ↓	6512	7080	
Applications	1109	1385	1542	1566	1286	
Lead/Inq to App Rate	27%	16%	24% ↑	24%	18%	35%
Completed Apps	494	638	768	701	629	
App Complete Rate	45%	46%	50% ↑	45% ↓	49%	62%
Admits	362	478	582	516	448	
Admit Rate	73%	75%	76%	74%	74%	95%
Deposits						
Enrolled	230	257	354 ↑	288	249	
Yield	64%	54%	61% ↑	56% ↓	56%	79%
Lead to Start Rate	5.7%	2.9%	5.4% ↑	4.4%	3.5%	12.4%

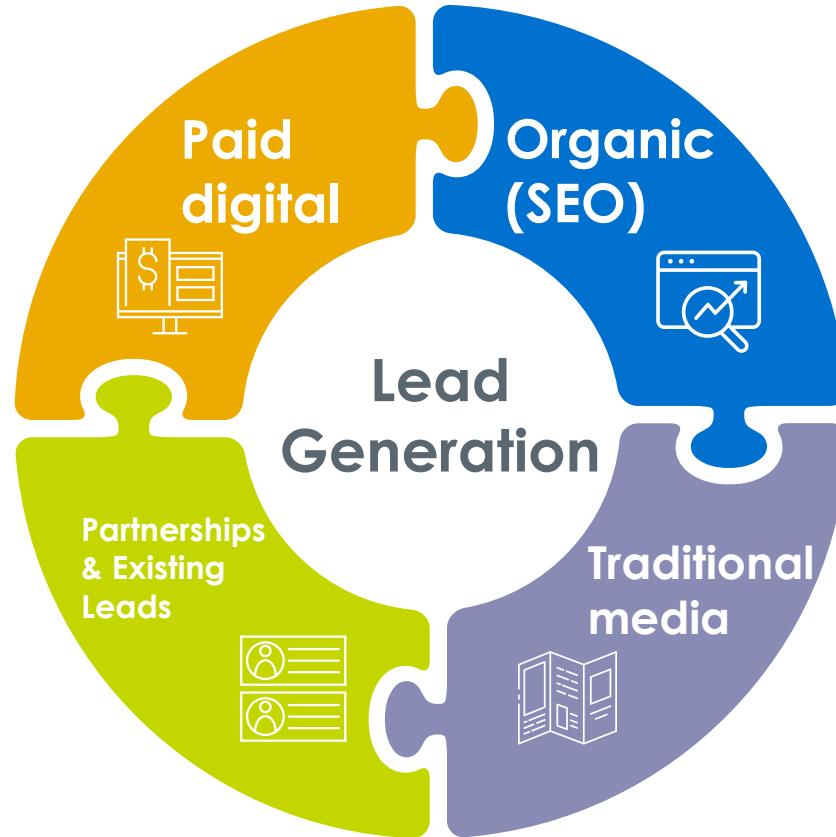




Recruitment: Conversion Considerations

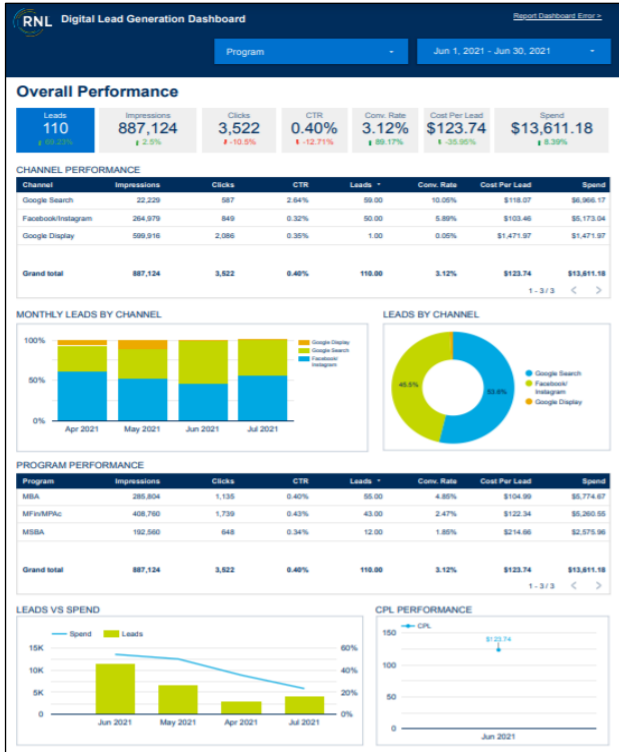
- What KPI's are you tracking and how do they compare to your benchmarks?
 - *KPI's by funnel stage should be identified and tracked by program for:*
 - *Inquiries*
 - *Applications*
 - *Admits*
 - *Enrollments*
 - *Targeted Discount Rate*
 - **Re: Lead Volume:**
 - *Investment in conversion will likely be more advantageous than investment at the top of the funnel*
 - *Your funnel data is your roadmap to identifying and addressing areas of opportunity.*

Integrated Media Strategy for Lead Generation





Lead Source Reporting (Paid Digital)



- Analyze all paid efforts overall, but also by channel.
- Know and analyze the goals of each channel (i.e... Facebook vs Paid search, etc.)
- Most successful paid efforts are at the program level and include paid search, social, display, and programmatic plays.





Paid Search: Optimize for the right Variable

Enroll Funnel - Monthly

Enroll Funnel - M

Brenau University

Milestone

Qualified Inquiry

Submitted Applicant

Completed Applicant

Admitted Student

Registered

FDOC

Start

Full Funnel Reporting Dashboard: Program Performance

*Scroll down for Program of Enrollment Table

Select Client Name_MS ▼

Select Rollup AP Month Name ▼

Select Program OI Name ▼

Select Program OE Name ▼

Start Date

MM/DD/YYYY

MM/DD/YYYY

PERFORMANCE BY PROGRAM OF INTEREST

Degree Level	Program OI Name	Qualified Inquiry	Qualified Inquiry To Submitted Applicant Rate	Cost / Qualified Inquiry	Submitted Applicant	Submitted Applicant To Completed Applicant Rate	Cost / Submitted App	Completed Applicant	Completed Applicant To Admitted Student Rate	Cost / Completed Applicant	Admitted Student	Admitted Student To Registered Student Rate	Cost / Admitted Student	Registered New Student	Registered New Student To Start Rate	Cost / Registered New Student	Start New Student	Cost / Start New Student	Qualified Inquiry to Start New Student Rate
Unknown	AS	1	0%	\$0	0			0			0			0			0		0%
	BA	3	0%	\$0	0			0			0			0			0		0%
	BACS	4	0%	\$0	0			0			0			0			0		0%
	BAMO	0			0			0			0			0			0		
	College Credit Plus	2	100%	\$0	2	1%	\$0.00	2	100%	\$0	2	0%	\$0	0			0		0%
	MBAC	43	4.65%	\$0	2	1%	\$0.00	2	100%	\$0	2	1%	\$0	2	0%	\$0	0		0%
	MBLO	1	0%	\$0	0			0			0			0			0		0%
	Practical Nursing, Diploma	718	100%	\$231.76	718	1%	\$231.76	718	4.32%	\$231.76	31	1%	\$5,367.97	31	1%	\$5,367.97	31	\$5,367.97	4.32%
	TAP BBA - MAIN	1	100%	\$0	1	1%	\$0.00	1	100%	\$0	1	1%	\$0	1	1%	\$0	1	\$0.00	100%
	TAP Communications - MAIN	0			0			0			0			0			0		
Sub-Summary		{ 773 }	{ 93.53% }	{ \$215.27 }	{ 723 }	{ 1% }	{ \$230.16 }	{ 723 }	{ 4.98% }	{ \$230.16 }	{ 36 }	{ 0.94% }	{ \$4,622.42 }	{ 34 }	{ 0.94% }	{ \$4,894.. }	{ 32 }	{ \$5,200.22 }	{ 4.14% }

27



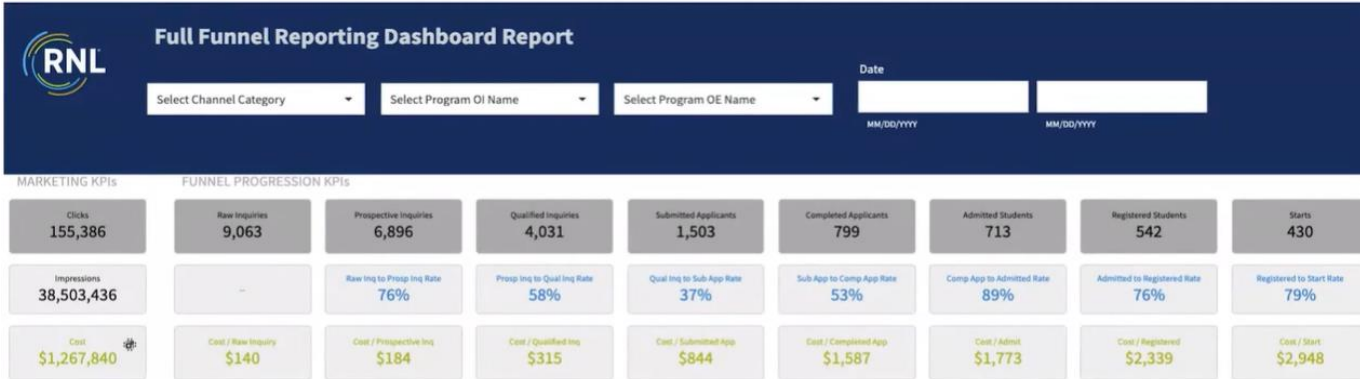
Full Funnel Attribution is Vital



Full Funnel Reporting ▾ / Overview ▾

Between 01/01/2022, ...

= Paid Social, Search



Check out RNL
Envision-our full-
funnel media planning
dashboard

1. Steer clear of only analyzing/measuring vanity metrics (CPL, Impressions, etc.)
2. Focus on Cost Per Start (CPS) and build plans that drive down media expenses

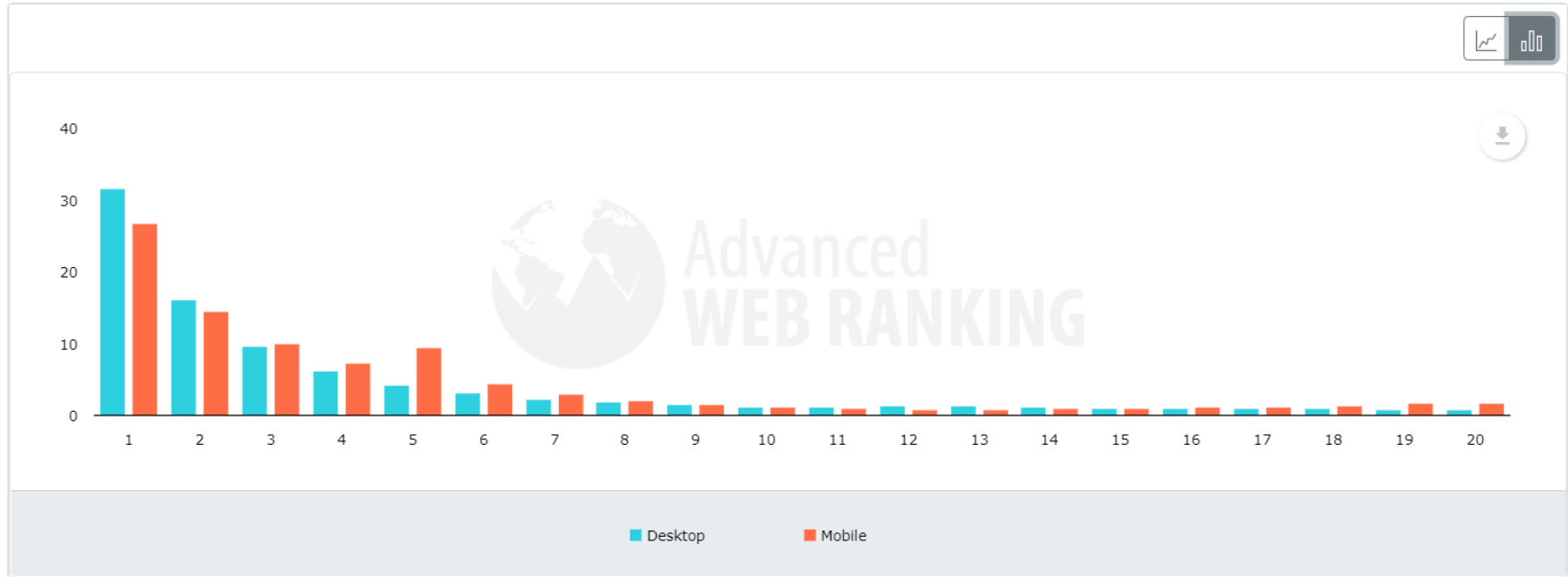


Integrated Media Strategy for Lead Generation



Why Position Matters

Click-Thru Rank by Position





SEO Analysis: Program Page Performance

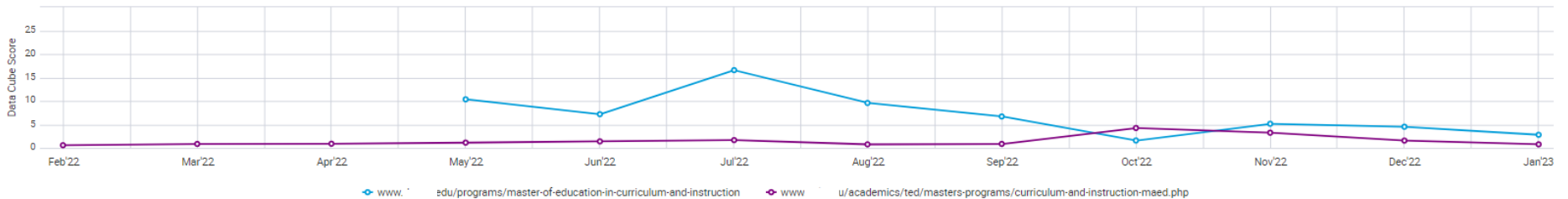
Show entries

Site	Total Organic Keywords	Total Organic Keywords % Change	Ranked on Page 1	Ranked on Page 1 % Change	Ranked on Page 2	Ranked on Page 2 % Change
www. doane.edu/academics/tesd/masters-prog	60	25.00% ▲	0	100.00% ▼	3	50.00% ▲
www. doane.edu/programs/master-of-educ:	53	20.90% ▼	0	100.00% ▼	2	No Change

Compare against: <https://www.doane.edu/programs/master-of-education-in-curriculum-and-instruction> Compare

Content Performance Keyword Gap Analysis

Content Performance



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





SEO Analysis: Program Page Performance



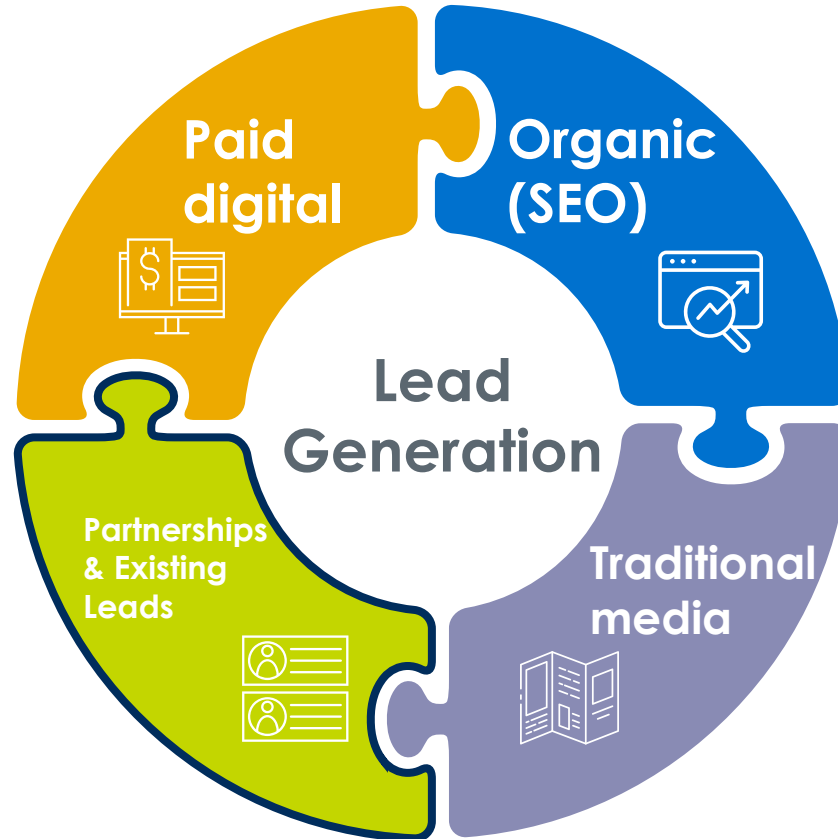
Keyword Ranking by Search Volume

Keyword	Blended Rank	Search Volume
masters curriculum and instruction	40	1,300
master in curriculum and instruction	50	1,300
master curriculum and instruction	41	1,300
masters curriculum and instruction online	88	480
masters of curriculum and instruction online	99	480
online masters in curriculum and instruction	70	480
masters in curriculum and instruction online	88	480
master in curriculum and instruction online	83	480
online masters curriculum and instruction	22	480
masters of education curriculum and instruction	33	320
masters of education in curriculum and instruction	40	320
master of education in curriculum and instruction	57	320
online masters degree in teaching	99	320
master of education curriculum and instruction	52	320
online masters degree for teachers	63	320
masters degree in curriculum and instruction	42	260
online ma in education	84	210

Keyword Ranking by Rank

Keyword	Blended Rank	Search Volume
ams reading certificate program	17	0
online masters curriculum and instruction	22	480
masters of education curriculum and instruction online	27	70
masters of education curriculum	30	50
masters of education curriculum and instruction	33	320
curriculum and instruction degree	35	170
master of education curriculum	39	50
masters of education in curriculum and instruction	40	320
masters curriculum and instruction	40	1,300
what is a masters in curriculum and instruction	41	20
master curriculum and instruction	41	1,300
masters in curriculum development	42	90
online master of education in curriculum and instruction	42	70
masters degree in curriculum and instruction	42	260
what is curriculum and instruction	47	50
master of arts in curriculum and instruction	47	50
master in curriculum and instruction	50	1,300
master of education curriculum and instruction	52	320
ma curriculum and instruction	56	50

Integrated Media Strategy for Lead Generation



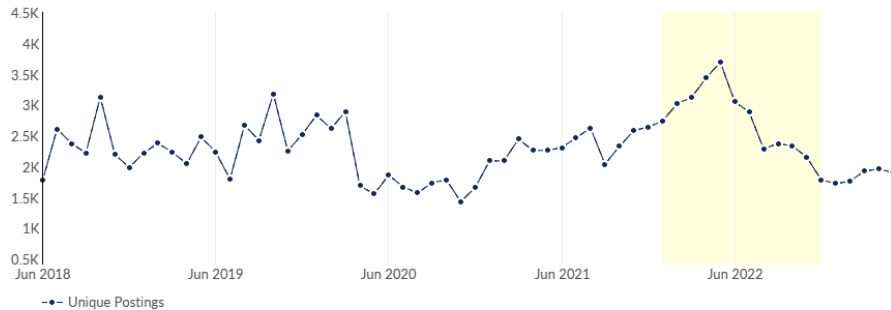


Existing Leads & Partnerships

1. Utilize institutional data to identify current partnership possibilities

- In what companies do we have an alumni presence?
- Where are our faculty networked and known?
- Enrollment Funnel: Is there a pattern of companies?

2. What type of outside data can we access (through *Lightcast*, *BLS*, etc.) to discern possible market oppor



124,676 Jobs (2022)* 3% above National average*	+6.0% % Change (2022-2027)* Nation: +8.9%*	\$33.81/hr \$70.3K/yr Median Earnings Nation: \$30.07/hr; \$62.5K/yr	13,099 Annual Openings*
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Occupation	2022 Jobs*	Annual Openings*	Median Earnings	Growth (2022 - 2027)*	Employment Concentration (2022)*
Accountants and Auditors	19,838	1,942	\$38.20/hr	+4.91%	1.06
Management Analysts	19,482	2,242	\$45.88/hr	+9.91%	1.27
Market Research Analysts and Marketing Specialists	11,405	1,434	\$32.95/hr	+11.34%	1.18
Financial Managers	8,918	818	\$70.65/hr	+7.59%	1.16
Project Management Specialists	8,403	814	\$46.38/hr	+7.07%	0.82
Computer and Information Systems Managers	7,239	651	\$77.83/hr	+7.24%	1.01
Human Resources Specialists	6,359	719	\$35.48/hr	+7.75%	0.85
Chief Executives	5,529	449	\$84.34/hr	+2.88%	1.55
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5,182	513	\$29.84/hr	-3.16%	0.99
Marketing Managers	5,166	528	\$67.16/hr	+6.31%	1.32

Job Postings Analytics: Occupations and Positions

Master's, Nursing

Top Companies Posting

Company	Total/Unique (Oct 2019 - Sep 2020)	Posting Intensity	Median Posting Duration
Cross Country Healthcare, Inc.	2,267 / 244	9 : 1	28 days
Children's Hospital Medical Center	737 / 163	5 : 1	19 days
Vanderbilt University	1,303 / 116	11 : 1	64 days
Medstaff Inc	832 / 94	9 : 1	32 days
Vanderbilt University Medical Center	949 / 92	10 : 1	72 days
HCA Holdings, Inc.	622 / 64	10 : 1	51 days
United States Department of the Air Force	228 / 57	4 : 1	32 days
Allied Health Group Inc	156 / 34	5 : 1	16 days
Department of Veterans Affairs	248 / 29	9 : 1	33 days
Fcs, Inc.	71 / 25	3 : 1	19 days

Top Posted Job Titles

Job Title	Total/Unique (Oct 2019 - Sep 2020)	Posting Intensity	Median Posting Duration
Job Captains	888 / 116	8 : 1	26 days
Registered Nurses	671 / 71	9 : 1	52 days
Psychiatric Nurse Practitioners	171 / 55	3 : 1	32 days
Psychiatric Registered Nurses	197 / 44	4 : 1	23 days
Medical Surgical Travel Registered Nurses	880 / 34	26 : 1	39 days
Medical Surgical Registered Nurses	272 / 31	9 : 1	46 days
ICU Registered Nurses	143 / 28	5 : 1	28 days
Psychiatric Mental Health Nurse Practitioners	73 / 25	3 : 1	27 days
Clinical Staff Leaders	395 / 23	17 : 1	74 days
Nurse Practitioners	89 / 23	4 : 1	17 days

Job posting analytics represent the most timely demand indicators, in that they include data as recent as one month previous to retrieval. They provide data that is more customizable than US Department of Labor data on specific companies, positions, and skills seeking employees with the degree being analyzed. We are able to assess the relative demand for each factor, the relative ease (or difficulty) in identifying qualified candidates, and the specific employers most frequently looking for graduates of your programs.

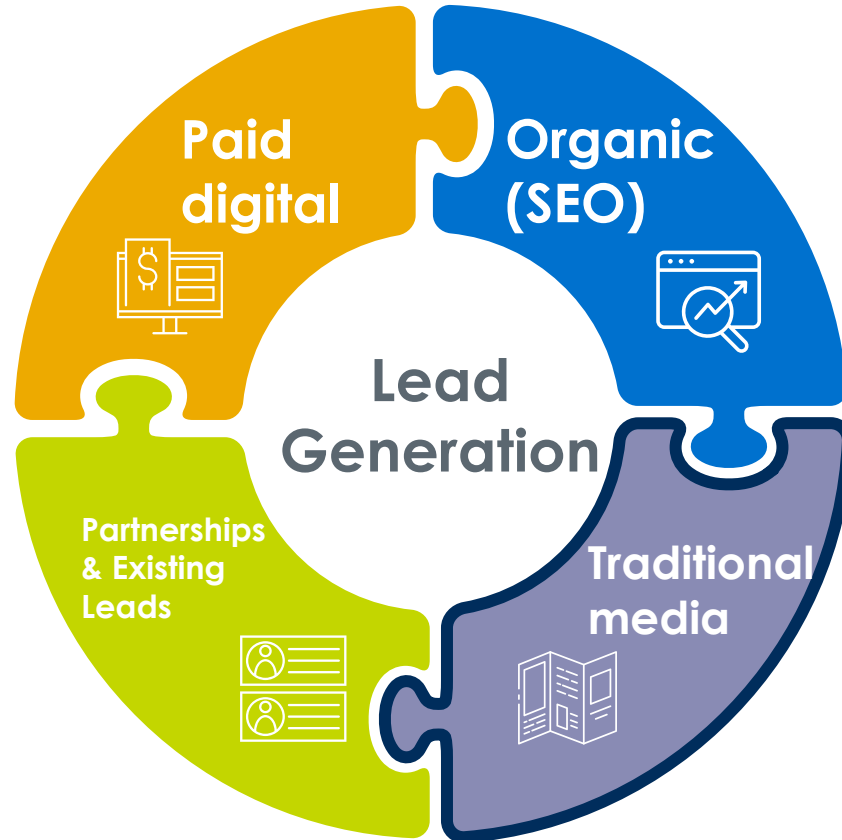
An RNL Program Prioritization and Positioning study also includes an analysis of the associated industries, cities most frequently seeking qualified candidates, typical level of experience required/preferred and the concentrations of available jobs by degree level within the associated discipline.



Existing Leads & Partnerships: Takeaways

- 1. Interview key leaders about possible executive contacts**
- 2. Assess team structure and staffing to support partnership growth**
- 3. Build Corporate outreach strategy**
 - Develop a corporate outreach toolkit
 - Develop communication strategy
 - Include ROI scenarios for partners
 - What are the benefits to the partner for an agreement between your campus and them?
- 4. Track your ROI**
 - Cost per Lead?
 - Cost per Start?
 - How do those KPI's compare to other channels?

Integrated Media Strategy for Lead Generation





The Role of Traditional Media

	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

Students most frequently use digital channels to engage with an institution...
BUT
Nearly 1/3 still utilize traditional media in search for programs

Traditional Media: Attribution through Growth



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



Student Success



A conceptual framework for retention:

Entering
Student
Variables



Student
Motivation
Variables



Student
Integration
Variables



Student's
Likelihood
to Persist



Top five strengths

Adult graduate students

Top strengths rated for adult graduate students	Importance	Satisfaction
Nearly all faculty are knowledgeable in their field.	96%	84%
The content of the courses within my major is valuable.	95%	76%
Major requirements are clear and reasonable.	93%	77%
My academic advisor is knowledgeable about requirements in my major.	92%	80%
The staff at this institution are caring and helpful.	91%	76%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance



Top four challenges

Adult graduate students

Top challenges rated for adult graduate students	Importance	Satisfaction
The quality of instruction I receive in my program is excellent.	95%	71%
Faculty provide timely feedback about my progress.	90%	66%
Tuition paid is a worthwhile investment.	90%	59%
Adequate financial aid is available for most adult students.	88%	57%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance





Student Success Questions consider?

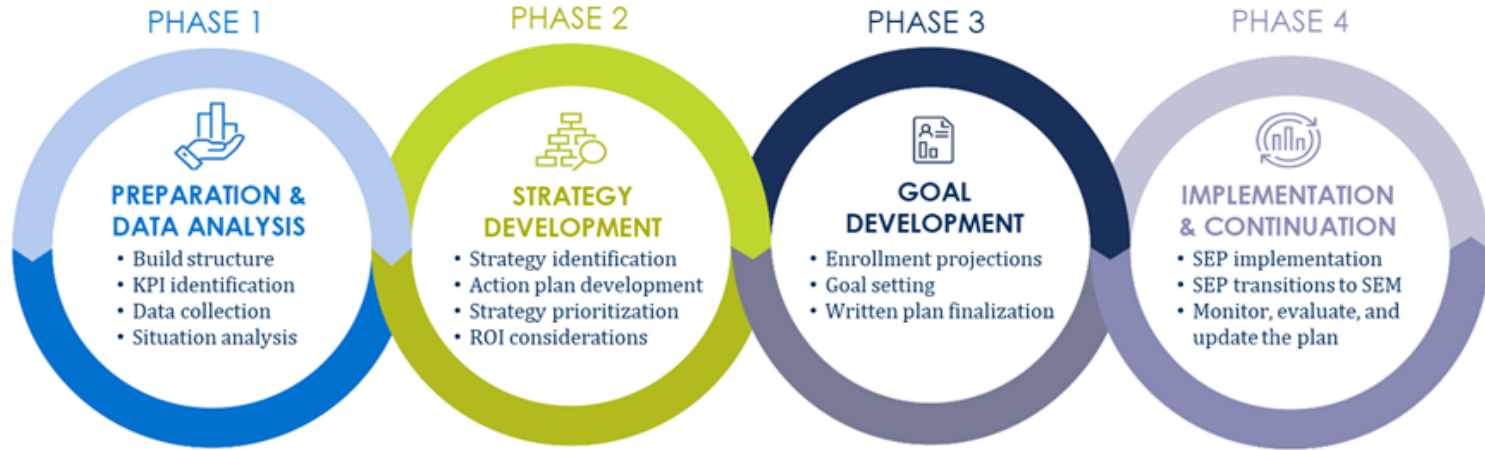
- 1. When was the last time your campus surveyed adult students about their motivation and integration variables?*
- 2. What entering student variables predict persistence?*
- 3. What do you know about your student motivation variables?*
- 4. Is there alignment between the most important factors to students and their satisfaction with those factors for you campus?*



Organizational Culture



Organizational Culture Shifting through Strategic Enrollment Planning



Institutional Strategic Plan

Mission,
Vision &
Values

Institutional
Narrative

Umbrella
Strategies

Marketing and Enrollment Plan

KPI

Enrollment
Goals

Strategies

Annual Plans

Marketing

Recruitment

Financial Aid



Resources

Complimentary Resources

- **OPM Unbundling Checklist** outlining how you can move on to better alternatives.
- **Market and Regional Data** revealing trends and enrollment opportunities.
- Invitation to have RNL conduct an on-campus **Opportunity Assessment** with your leadership.
- **Full-Funnel Analysis Report** showing progression of prospective students through the enrollment funnel.
- **SEO Analysis** highlighting how your organic search stacks up.
- **Media Planning Tools** illustrating how you can greatest ROI out of your spend.

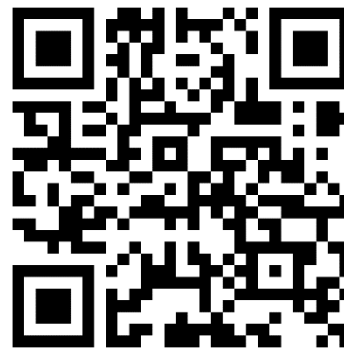


[OPM Unbundling Assessment Needs by Business Line](#)

[Partner Management](#)

Unbundling from an OPM shifts the decision making and authority on online programs from the OPM to the campus. Consider the following decision points:

1. Who will be directly responsible for the online programming?
2. Is the institution prepared to invest marketing dollars into the programs?
3. What process will the school go through to determine enrollment goals for online





Thank You

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