How to Grow Your Online Footprint: OPMs, Options, and Alternatives from the Perspective of Public Universities

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

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

Legend: All online, Some online, All face-to-face

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

TABLE 5: GRADUATE - YEAR-OVER-YEAR FALL ENROLLMENT CHANGE BY FORMAT
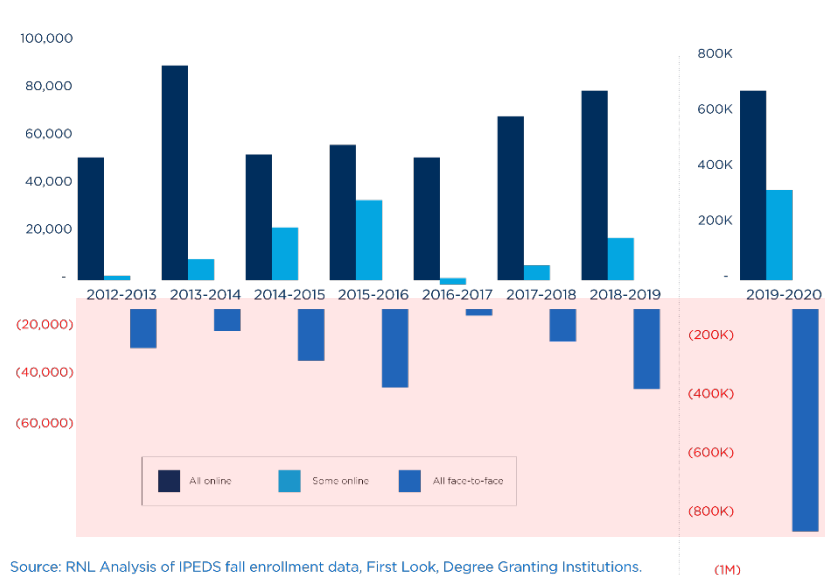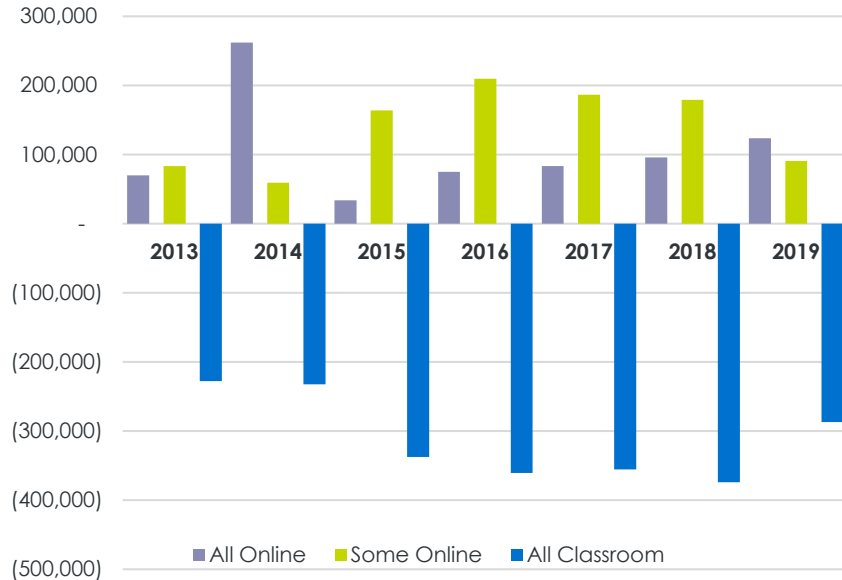
Legend: All online, Some online, All face-to-face

Source: RNL Analysis of IPEDS fall enrollment data, First Look, Degree Granting Institutions. Retrieved April 2022.
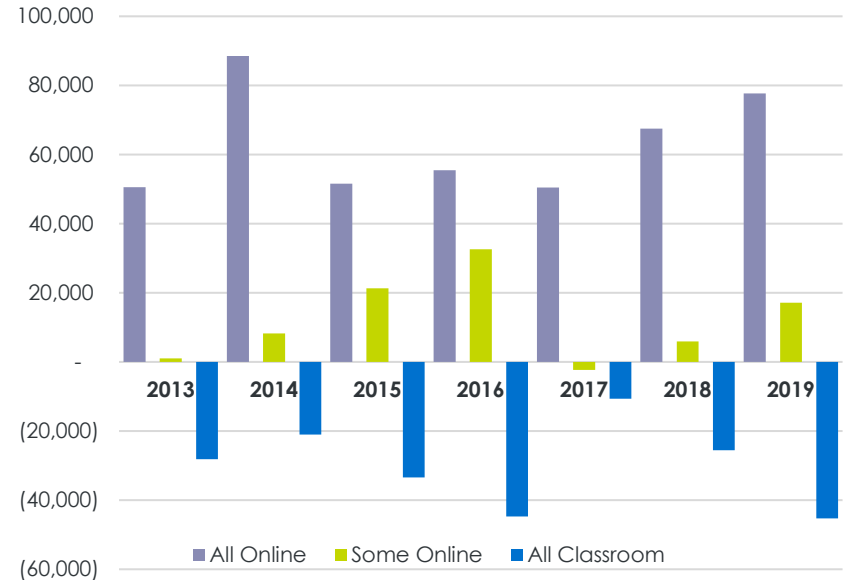
Pre-pandemic year-over-year enrollment growth

In each year since 2012, fewer students have chosen to enroll in all classroom programs
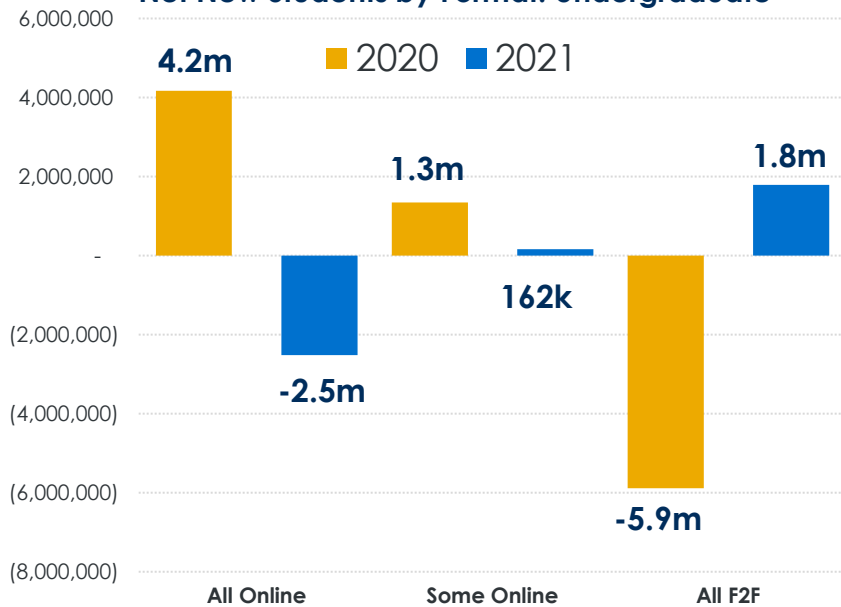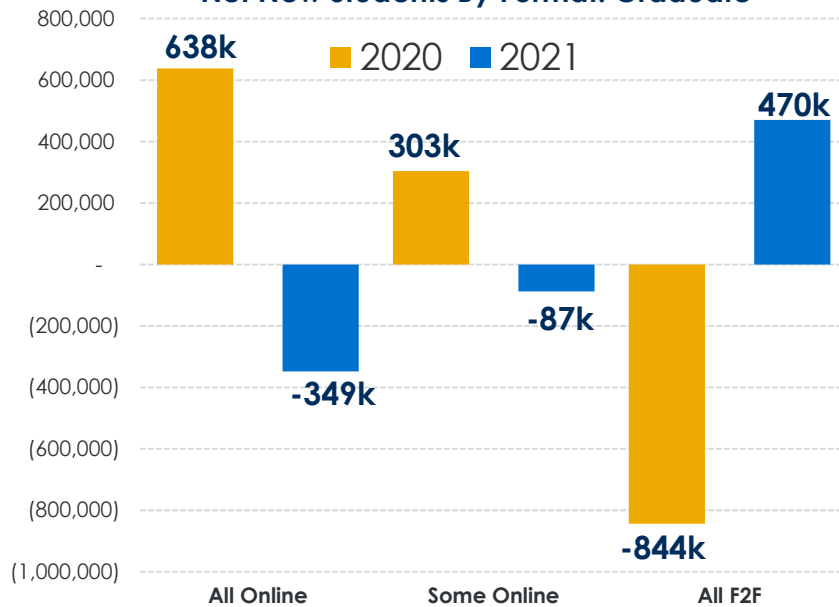

Undergraduate

Graduate

■ All Online ■ Some Online ■ All Classroom

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

Post-Pandemic Enrollment Choice Correction?

*The first post-pandemic data do not indicate the kind of "snap back"
to "normal" that some hoped for*

Net New Students by Format: Undergraduate

2020 | 2021

All Online: 4.2m / -2.5m
Some Online: 1.3m / 162k
All F2F: -5.9m / 1.8m

Net New Students By Format: Graduate

2020 | 2021

All Online: 638k / -349k
Some Online: 303k / -87k
All F2F: -844k / 470k

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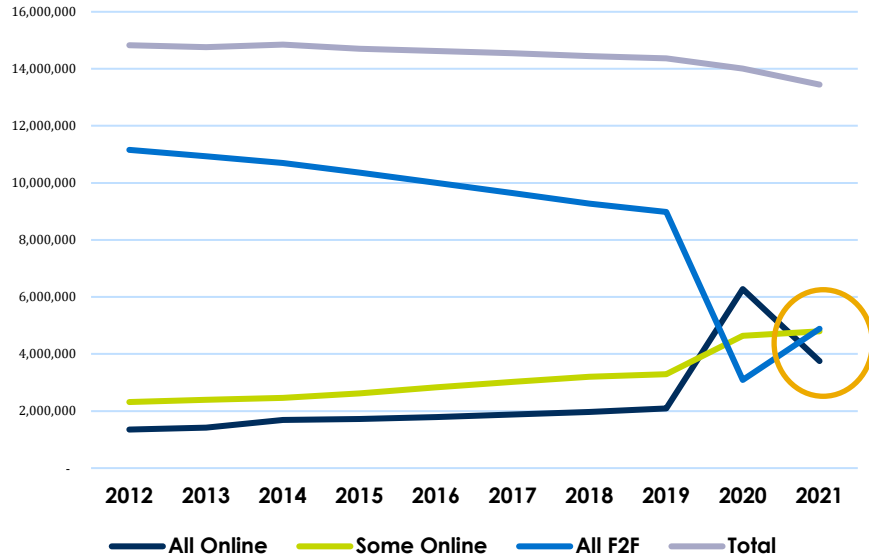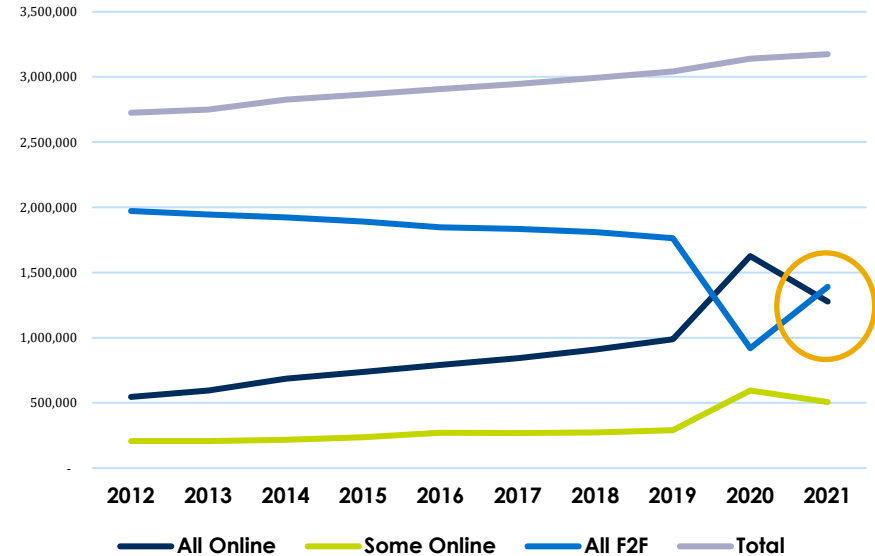
RNL

Enrollment trends and format choice since 2012

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

Legend: All Online, Some Online, All F2F, Total

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

As you make decisions about enrollment of online programs do you have state requirements that you need to contend with or manage before you can consider expansion?

Benefits of a Partnership	Fee-for-Service			OPM – Revenue Share		
	Included	Transparent	Owned by Institution	Included	Transparent	Owned by Institution
Program Level Market Research	✔	✔	✔	✔		
Instructional Design/Faculty Support	✔	✔	✔	✔		
Marketing Expertise	✔	✔	✔	✔		
Scalable Marketing/Recruitment Operation	✔	✔	✔	✔		
Seasoned Recruitment Team	✔	✔	✔	✔	✔	
Full-Funnel Reporting	✔	✔	✔	✔		
Student Success Coaching and Advising	✔	✔	✔	✔	✔	
Accreditation Support	✔	✔	✔	✔	✔	
Consulting Support	✔	✔	✔			
Campus Ownership of Courses/Programs	✔	✔	✔			
100% of Revenue	✔	✔	✔			
Short-Term Contracts	✔	✔	✔			
Ownership of Creative and Messaging	✔	✔	✔			
Ownership of Inquiries/Leads	✔	✔	✔			

When you consider growing enrollment online what budgetary pressures do you face when choosing a partner?

As you make choices about finding a partner to help you grow programs, what segments of online delivery are most helpful with a partner and what criteria do you use to choose?
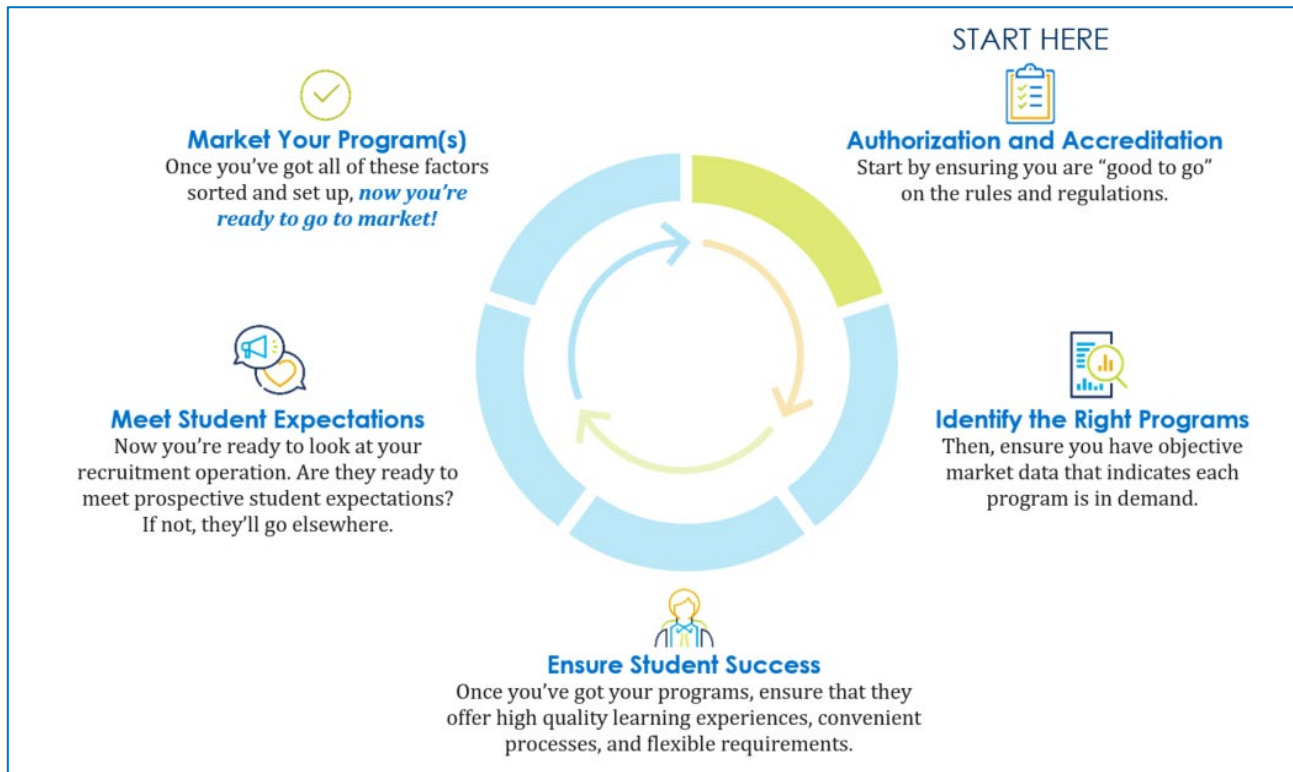
Thank You

And special thanks to:

Godfrey Gibbison, Dean of Extended Learning and Global Programs, California State University, San Marcos

Suzana Diaz Rosencrans, Assistant Vice Provost for Online Programs, University of Texas, San Antonio