



Breaking Up with Your OPM: How to Build a Better Enrollment Partnership

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1 in 5 universities are working with an OPM

4) NEARLY ONE IN FIVE INSTITUTIONS WORK WITH AN ONLINE PROGRAM MANAGEMENT (OPM) PROVIDERS.

PUBLIC
15%

PRIVATE
18%

TABLE 9: SERVICES MANAGED BY OPM (not reported by public/private due to small cell size)

SERVICES	All Institutions
Recruitment	86%
Marketing Creative	76%
Media Placement and Strategy	71%
Market research	71%
Applicant cultivation	52%
Student Success Coaching	33%
Instructional design	24%
Admission	19%

Breaking up is hard to do!

Lessons from Chatham University

1. Why did Chatham break up?
2. Chatham's plan to build in-house online operations
3. What the research shows us
4. Challenges Chatham faced
5. Where do we go from here?



Chatham's Break-Up Story

Visit the Campus

Visit Our Campus

Virtual Tour

On-Campus Tour

Admission Events

1. Results didn't meet projections
2. Pittsburgh market
3. Changing conditions, personnel



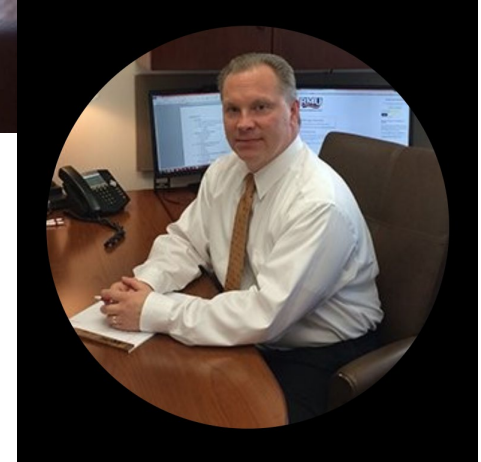


Chatham's Plan: In-House Online Operations

Online Admitted Student Resources



1. Learn the “secret sauce” of marketing/recruitment
2. Duplicate the infrastructure
3. Efficiency: spend money in-house and cut the OPM mark-up





What Does the
Research Show?

The Student Study:

- ✓ 1,609 respondents (thank you **Plexuss** for your sample)
- ✓ Administered February 2022
- ✓ Respondent target: those who have searched for an online program in the last 12 months.
- ✓ Survey focus:
 - ✓ How they search – in detail
 - ✓ How they make their decisions
 - ✓ Expectations of institutions they contact
 - ✓ Program details



2022 Online Student Recruitment Report

10 Challenges and Solutions for
Serving Online Students Today

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2022 Online Program Marketing and Recruitment Practices

Findings from a survey of online program
marketers and recruiters

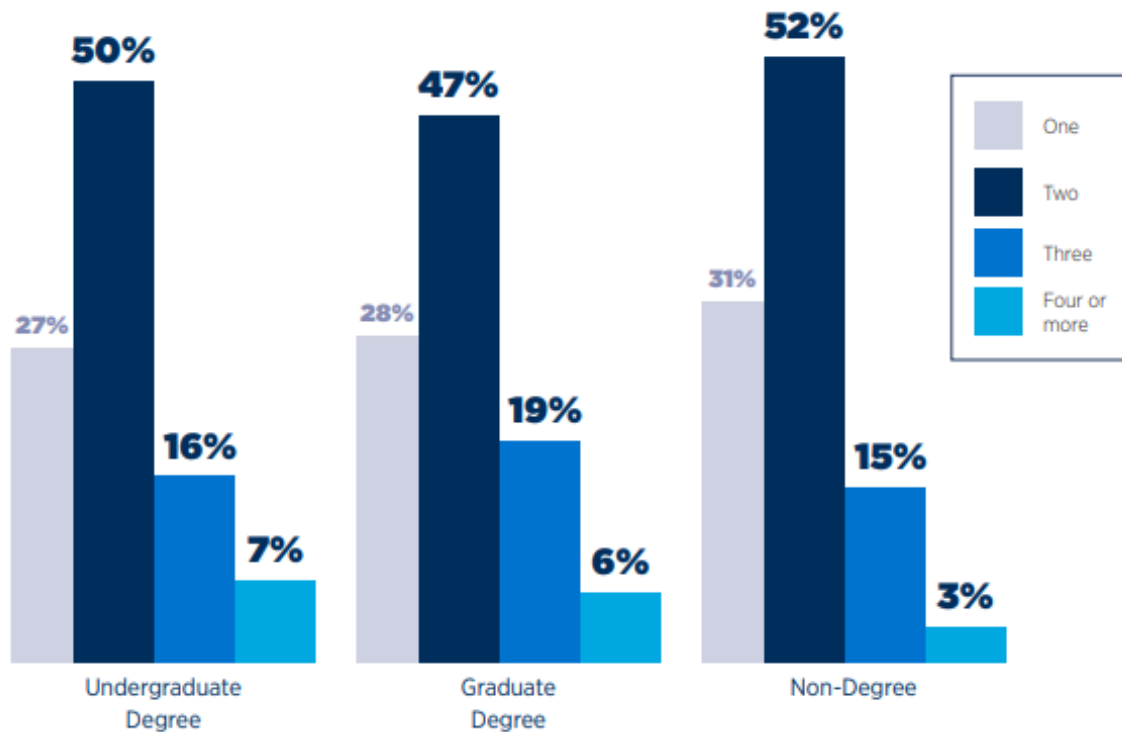


The Administrator Study:

- ✓ 102 institutions participated
- ✓ Administered September 2022
- ✓ Respondent target:
 - ✓ Online program marketing leaders
 - ✓ Online programs recruitment leaders
- ✓ Representation:
 - ✓ 54% Public Institutions
 - ✓ 46% Private (non-profit) Institutions
- ✓ Program Levels:
 - ✓ 88% offer online Master's
 - ✓ 62% offer online Bachelor's
 - ✓ 58% offer online non-degree

The online market is competitive

TABLE 30: NUMBER OF ONLINE PROGRAMS CONSIDERED



Online marketing is critical: budgets are growing

5) AVERAGE MARKETING BUDGETS ARE STRONG AT BOTH PUBLIC AND PRIVATE INSTITUTIONS, BUT MAY NEED EVEN MORE RESOURCES.

PUBLIC AVERAGE
\$1.04M

PRIVATE AVERAGE
\$1.14M

TABLE 14: FOCUS AREAS OF ONLINE PROGRAM MARKETING

BROAD ALLOCATION OF ONLINE MARKETING BUDGET	Undergraduate Degree	Graduate Degree	Non-Degree
Brand Awareness	45%	30%	34%
Specific Program Promotion	37%	44%	41%
School/ Department Promotion	18%	26%	25%

TABLE 15: BROAD APPORTIONMENT OF ONLINE PROGRAM MARKETING BUDGET

ONLINE MARKETING BUDGET AREA	All Institutions
Digital advertising (Google ads, social media ads, etc.)	53%
Search Engine Optimization/organic lead generation	17%
Traditional media (radio, TV, billboards, etc.)	15%
Events (face to face)	5%
Events (virtual)	4%
Corporate/Military/Other partnerships	1%
Other	5%

Note: there were no significant differences by either level or sector

Online marketing is critical: students use search, digital ads



The results for this table are from the *RNL 2022 Online Student Search Report* and show how prospective online students search for programs.

FIRST SOURCES IN ONLINE PROGRAM SEARCH	Undergraduate Degree	Graduate Degree	Non-Degree
Search engines	71%	68%	80%
College search sites	62%	62%	49%
Ads on social media	47%	59%	45%
Someone I know	42%	44%	45%
Ads on websites	43%	42%	37%
Ads on streaming TV	41%	38%	29%
Ads on broadcast or cable TV	37%	40%	31%
Program ranking websites	29%	38%	31%
Printed view books, brochures, etc.	30%	29%	25%
Ads in newspapers, magazines, etc.	27%	30%	21%
Printed rankings guides, etc.	26%	25%	21%
Ads on streaming radio	23%	21%	14%
Billboards and other outdoor ads	23%	19%	15%
Ads on local broadcast radio	21%	20%	11%
Ads on Podcasts/other streaming audio	21%	15%	14%

Online marketing is critical: schools use digital ads, SEO

FIRST SOURCES IN ONLINE PROGRAM SEARCH

Search engines

College search sites

Ads on social media

Someone I know

Ads on websites

Ads on streaming TV

Ads on broadcast or cable TV

Program ranking websites

Printed view books, brochures, etc.

Ads in newspapers, magazines, etc.

Printed rankings guides, etc.

Ads on streaming radio

Billboards and other outdoor ads

Ads on local broadcast radio

Ads on Podcasts/other streaming audio

TABLE 18: MARKETING AND ADVERTISING STRATEGIES USED TO ATTRACT ONLINE STUDENTS

STRATEGIES USED IN MARKETING ONLINE PROGRAMS	Undergraduate Degree	Graduate Degree	Non-Degree
Ads on Facebook or other social media sites	91%	89%	89%
Search engine optimization (SEO)	79%	80%	75%
Ads on search engines like Google	75%	77%	85%
Online display advertising	74%	77%	75%
Organic social media	67%	73%	75%
Re-targeted ads	58%	61%	60%
Email blasts to purchased lists	54%	60%	64%
Video ads	49%	51%	51%
Print media ads	44%	37%	43%
Billboard, bus, or other outdoor advertising	44%	43%	49%
Direct mail (USPS) campaigns	40%	41%	36%
Radio ads	37%	35%	40%
Outbound phone calling campaigns	25%	22%	34%
Television ads	25%	23%	23%
Calls to purchased lists	18%	18%	19%

Online marketing is critical: need personas for ad copy, action

MOST COMPELLING REASON TO CLICK ON DIGITAL AD

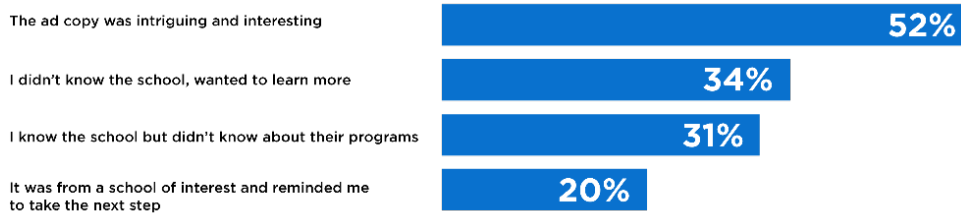
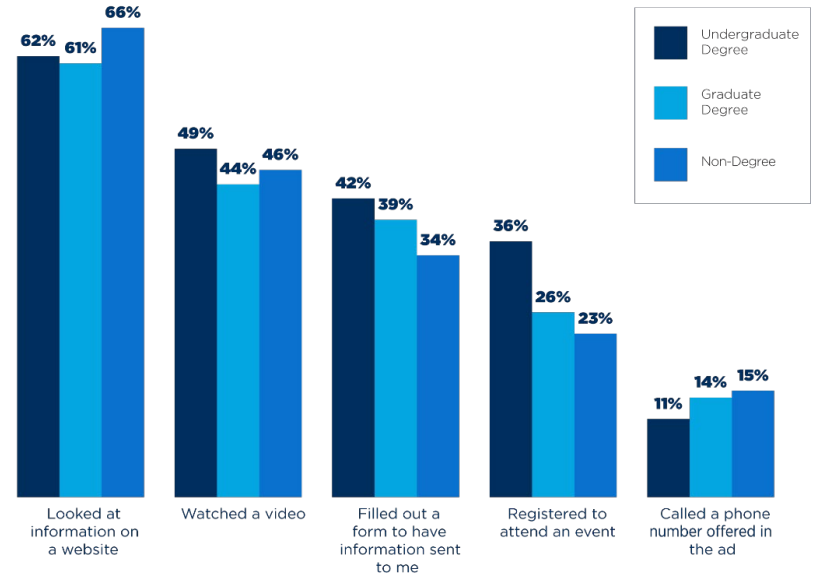


TABLE 19: ACTION AFTER CLICKING DIGITAL ADS



Online marketing is critical: need variety of videos

TABLE 20: WATCHED VIDEOS ON INSTITUTIONAL WEBSITES DURING SEARCH

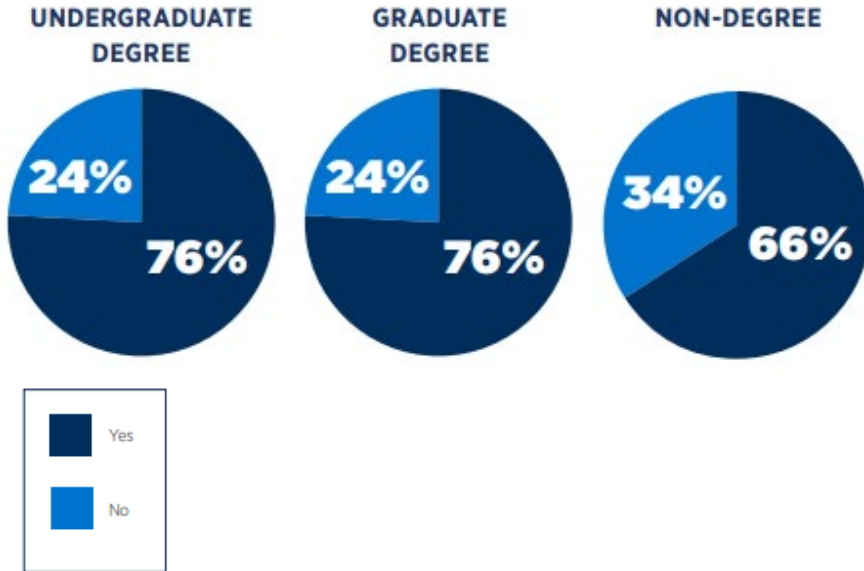
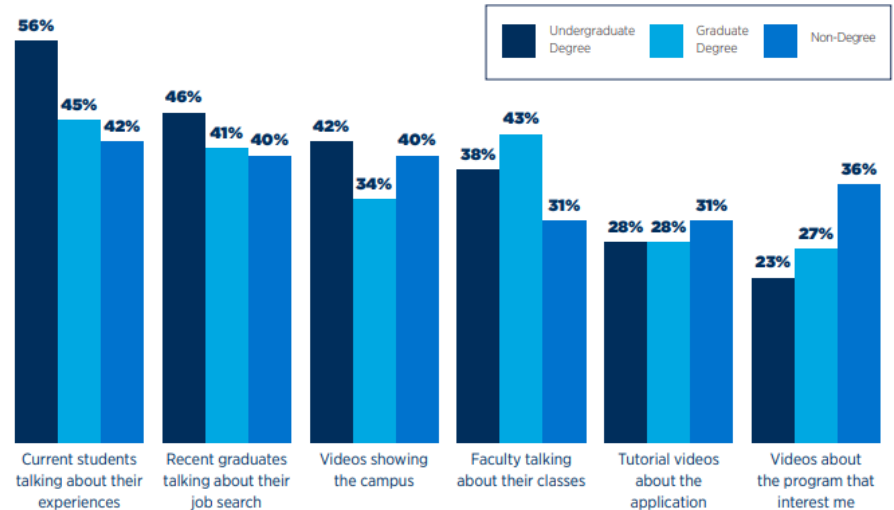


TABLE 21: PREFERRED VIDEO CONTENT



Online enrollment processes must be speedy: inquiry response time is critical

TABLE 33: 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%

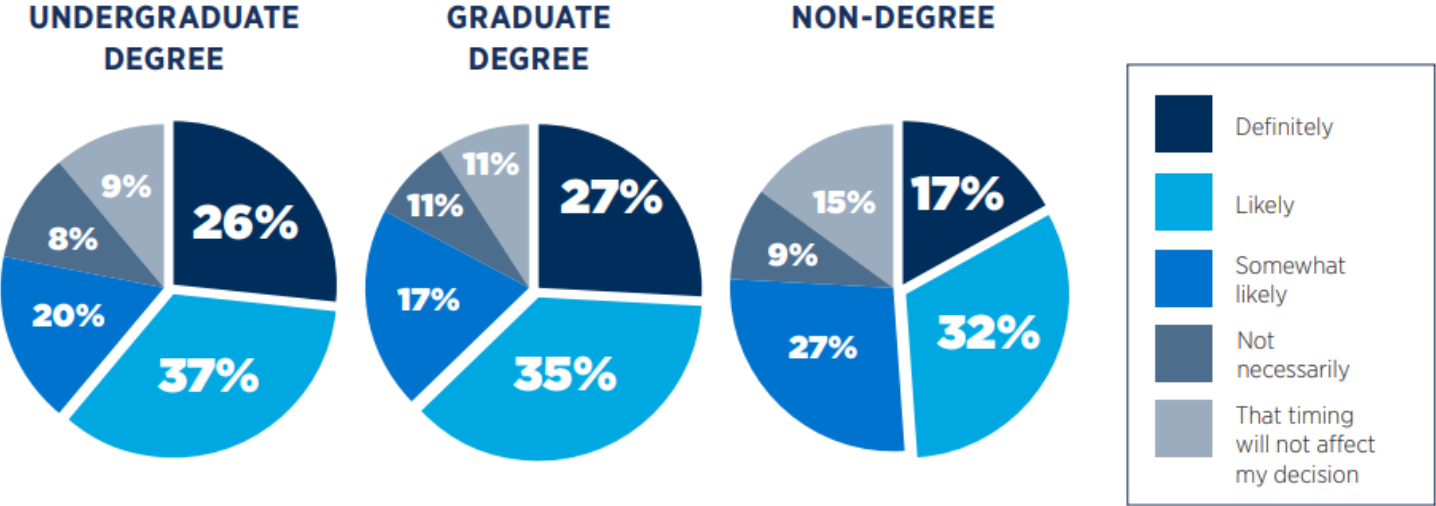
+45: 41%

+45: 36%

+45: 48%

Online enrollment processes must be speedy: inquiry response drives enrollment!

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

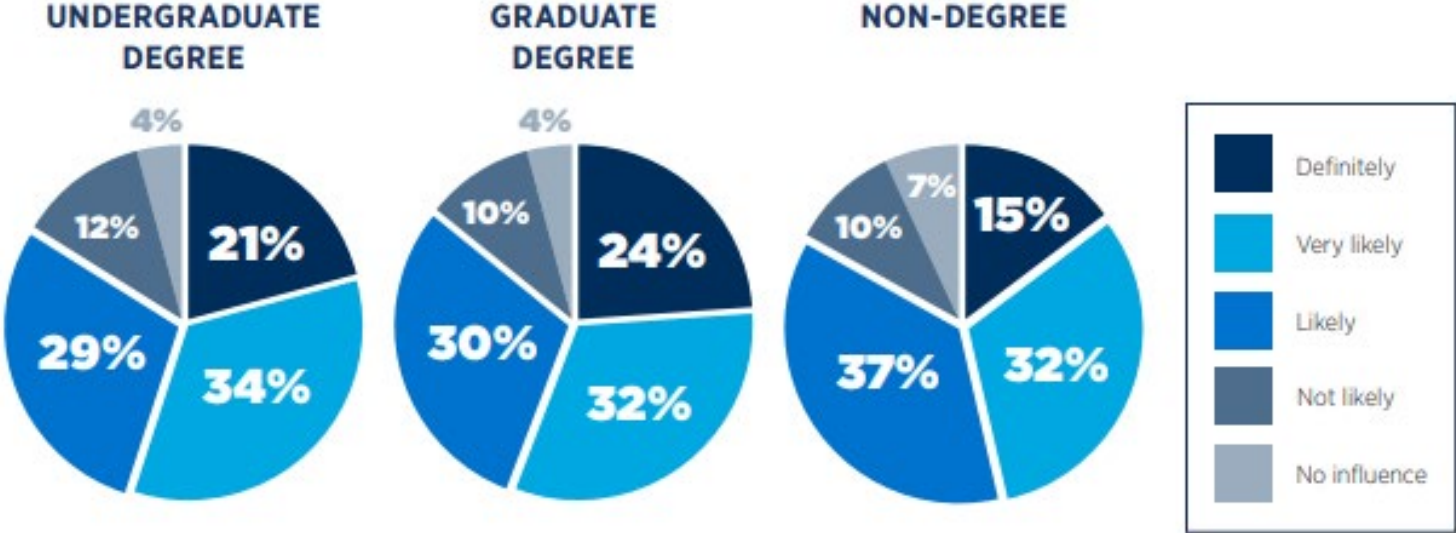


Online enrollment processes must be speedy: admissions decision timing is critical

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%

Online enrollment processes must be speedy: admissions decisions timing drives enrollment!

TABLE 39: LIKELIHOOD OF ENROLLING IN ONLINE PROGRAM THAT OFFERS ADMISSION FIRST





Chatham's Challenges



Online Degrees

Timeline!

1. Contract had to be canceled first, to free up funds
2. Loss of marketing
3. Loss of pipeline
4. Decreased referrals, applications
5. Services stopped
6. Hiring process takes awhile
7. Institution demands acceleration of the process





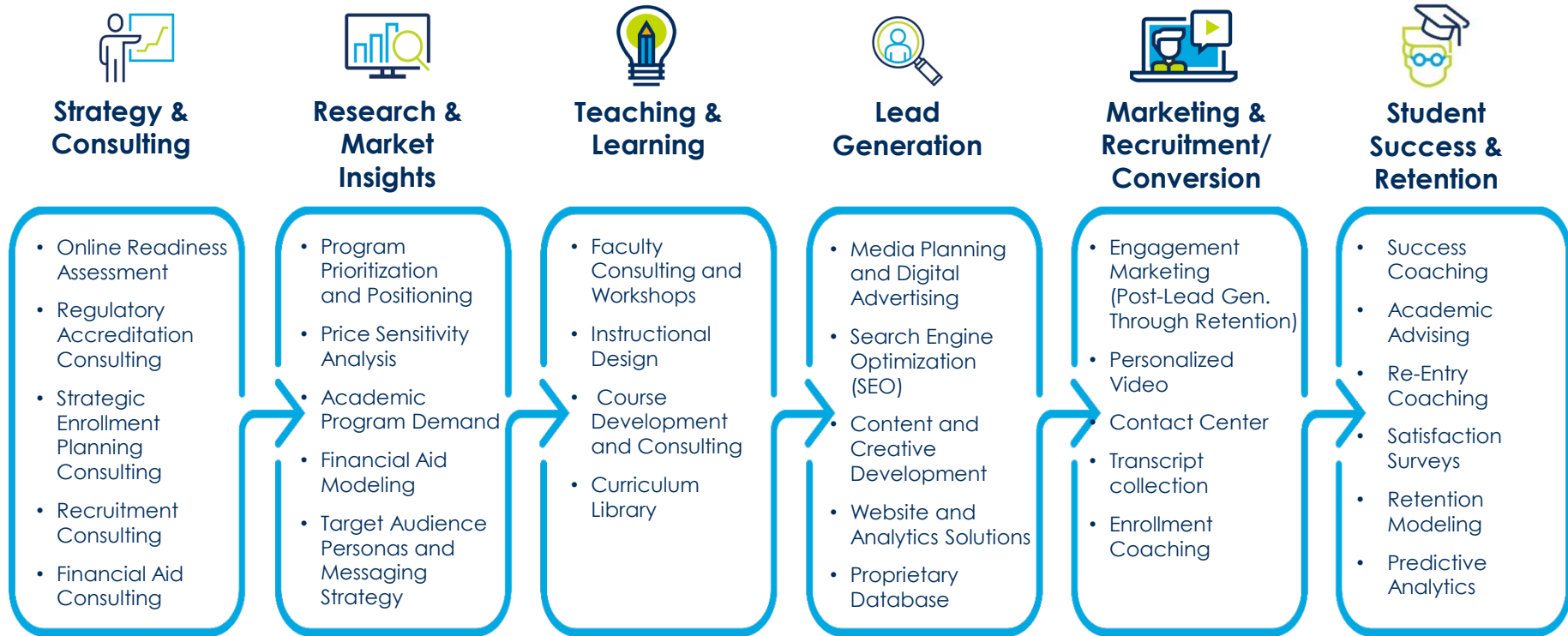
Where do we go
from Here?



1. Start over
2. Prepare, plant, cultivate, grow, harvest!



RNL Enable: Transforming Enrollment Success



RNL Envision: Higher education's leading enrollment growth platform

Questions?

Thank You!

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