Data Informed Portfolio Development

Council of Independent Colleges

2022 Institute for Chief Academic Officers
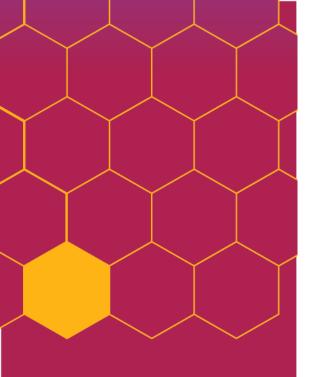with Chief Financial and Chief Enrollment Officers

2022 Institute for Chief Academic Officers
with Chief Financial and Chief Enrollment Officers

TENACIOUS. CONFIDENT. FORWARD-LOOKING.

The Council of Independent Colleges

guidebook

TIAA

Presenters

Susan C. Aldridge, Former president of Drexel U Online and University of Maryland Global Campus

Jenna Templeton, Vice President for Academic Affairs, Chatham University

Amy L. Becher, Vice President for Enrollment Management, Chatham University

Chair: **Cherron Hoppes**, Chief Academic Officer, RNL

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For Today

1. The Program Portfolio Cycle

2. Data Informed Market Research

3. Program Design & Development

4. Enrollment Planning & Performance

5. Aligning Decisions with President and Board Strategy

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1

The Program Portfolio Cycle

PROGRAM DEVELOPMENT

ENROLLMENT PLANNING/ PERFORMANCE

PROGRAM PLANNING CYCLE

PROGRAM DESIGN

MARKET RESEARCH

2

Data Informed
Market Research

Market Feasibility Research

The Power of Data

- Importance of market research in all aspects of the cycle
    - Determine the right program mix
    - Leverage the labor market so your students stand out
    - Identifying appropriate learning outcomes through identified in demand skills
    - Understand the cost of launching an online program: $250k-$2million
    - Sustaining costs, changing markets, program sunset criteria

3

Program Design & Development

Program Design & Development

Success through the Details

- Optimizing modality for opportunity
  - The value of the experience
    - Meaningful and engaging interactions
    - Design of the learning space
  - The importance of faculty preparedness
    - The fear of the new and unknown
    - Engagement and training
      - how we guide and train faculty to ensure students experience engagement
  - The quality of the courses
    - Consistency across sections/terms
    - Use of expertise

4

Enrollment
Planning &
Performance

Enrollment Planning & Performance

Bring your Program to Potential Students

- Understanding timing

  – from program development to launch to optimization

- Working across departments for collaboration

  – marketing investment, defining enrollment success, budget expectations

- Leveraging the work of program design & development to tell the program story

- Identifying data that illustrates ROI

  – Stakeholder agreement on yield indicators and benchmark goals for new programs

- Continuous cycle of assessment and adjustment to optimize or start planning for sunset

Strategy and Data-Driven Discipline

Setting Expectations

- Clarity of strategy for launching online
  - NTR, facilities management, expand geography or preparing students for metaverse
  - Lack of strategic clarity leads to political expediency
  - Non-stop communication from leadership re: strategy
  - Continuous data-driven decisions: before, during and after launch
    - Don't believe the myths; collect the data
    - If you can't afford quality market research, you can't afford to launch online programs
  - Discipline to limit scalable programs and generate NTR
  - Expectations from the President's perspective
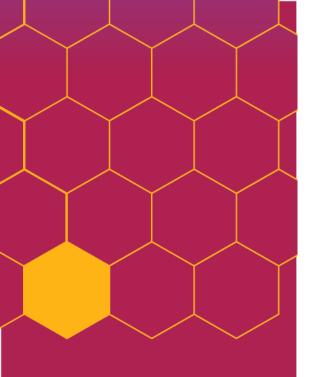 - Managing up to the President and the Board

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PROGRAM DEVELOPMENT

ENROLLMENT PLANNING/ PERFORMANCE

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PROGRAM DESIGN

MARKET RESEARCH

QUESTIONS?

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