

Improving Financial Predictability with Course Sharing

Stem the Retention Loss



The Council of
Independent Colleges



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Presenters



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Director of Online Programming, Catawba College



Megan Hicks

Registrar, Cornell College | Fellow, Acadeum Center of Excellence



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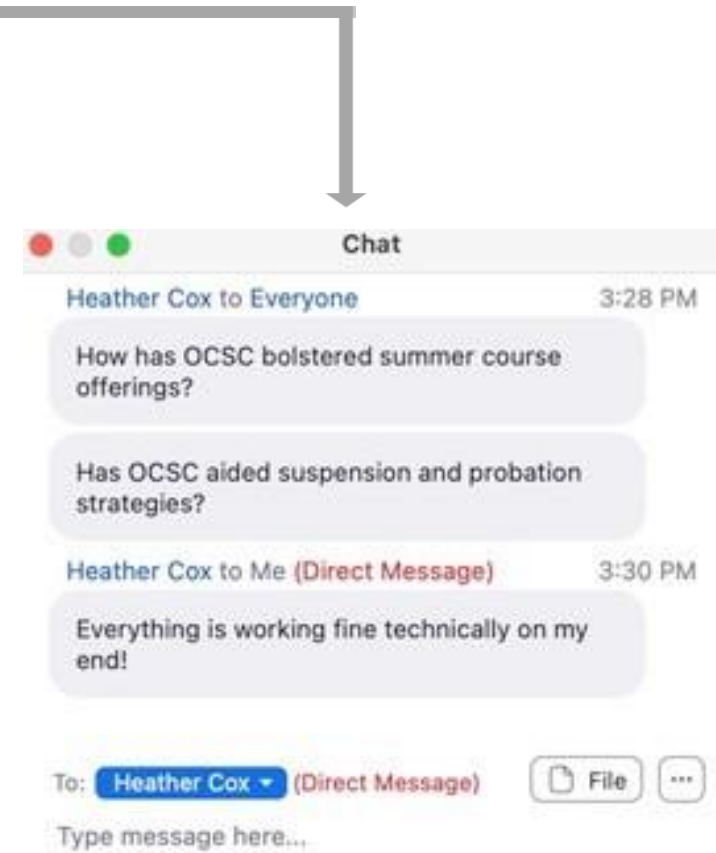


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Housekeeping

- Send questions to “Everyone” in the chat.
- Microphones will be muted and cameras will be off until the Q&A.
- Chat between participants is also available on this platform.
- Please chat Kathleen Smith with any technical difficulties.
- *Note:* The webinar is being recorded. Presentation slides and a link to the recording will be shared later.



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Today's Goal

USING **COURSE SHARING DATA & ROI**
TO ENHANCE YOUR INSTITUTION'S
FINANCIAL PREDICTABILITY AND
STABILITY



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Agenda

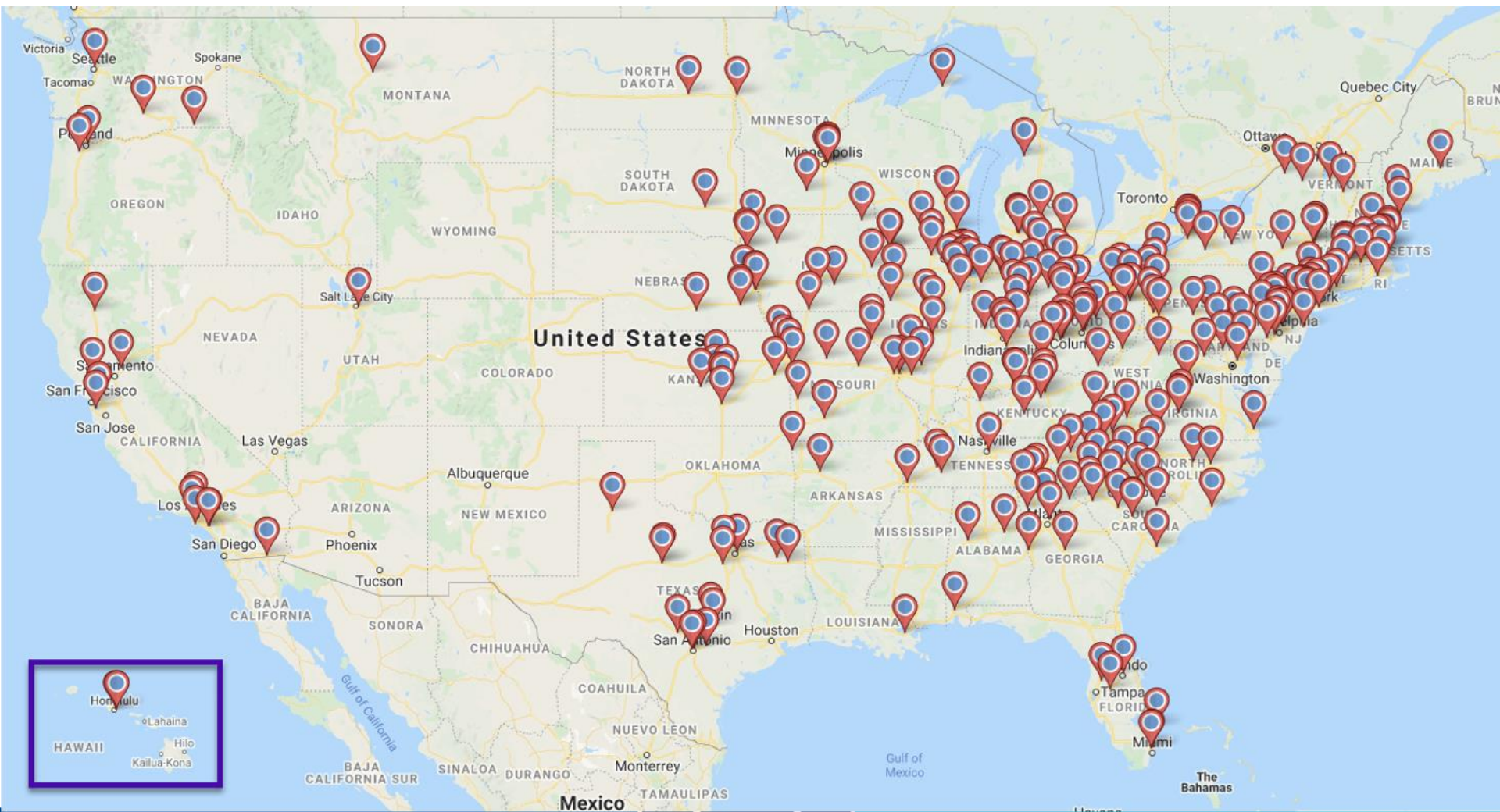
- CIC Online Course Sharing: Member Update & News
- **Catawba College:** ROI Calculator
- **Cornell College:** Student Progress Tracker
- Q&A
- Key Contacts and Resources



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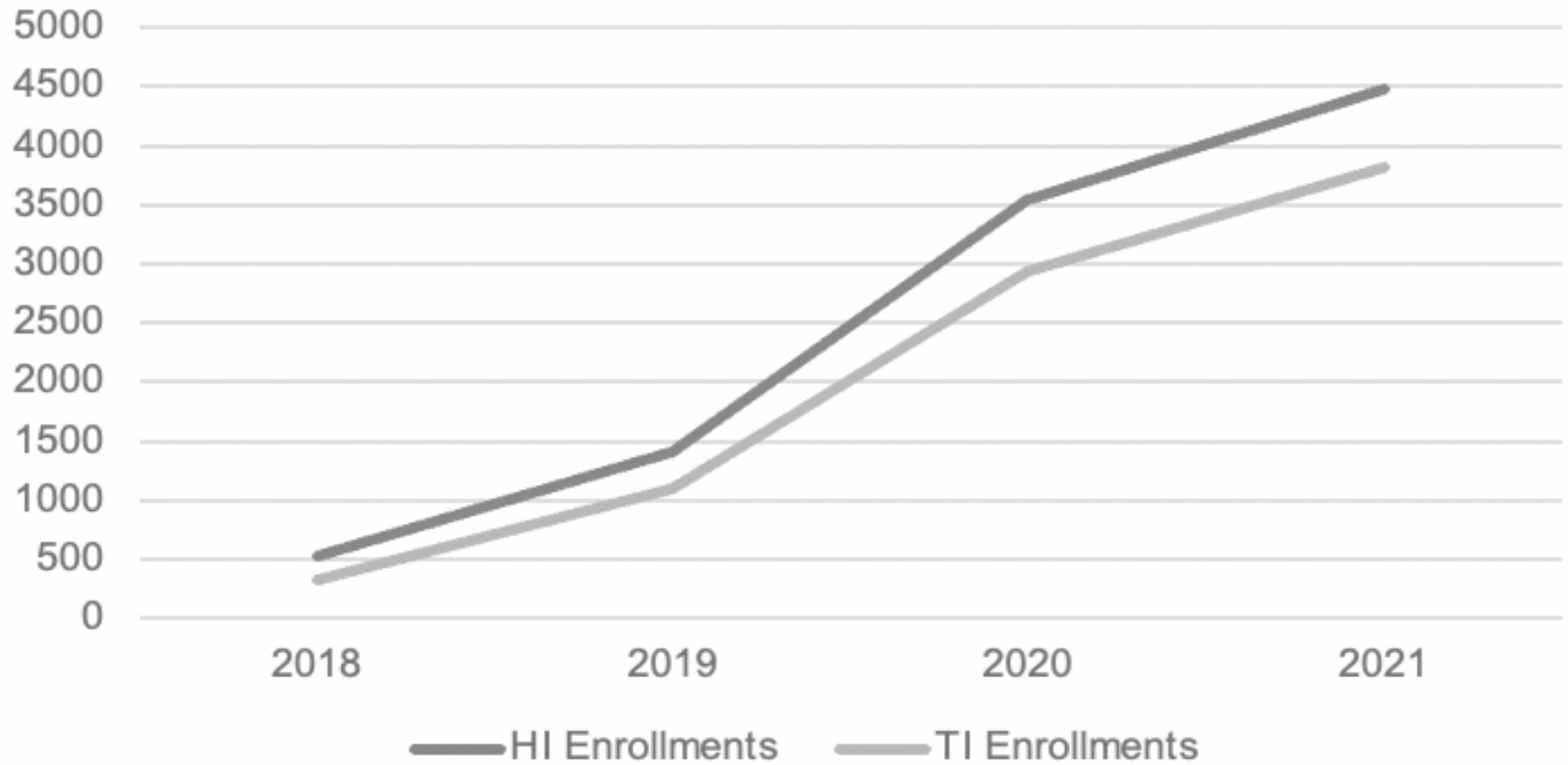
CIC-OCSC Members



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Enrollment Growth



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CIC Online Course Sharing Consortium

Benefits

- **45%** of CIC members are now participating in course sharing through CIC-OCSC (founded November, 2018)
- National reach
- Like-minded institutions with similar goals
- No additional burden on campus IT



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Course Sharing's Ideation Process



Access to vast
CIC-OCSC course
inventory...



sparks ideas



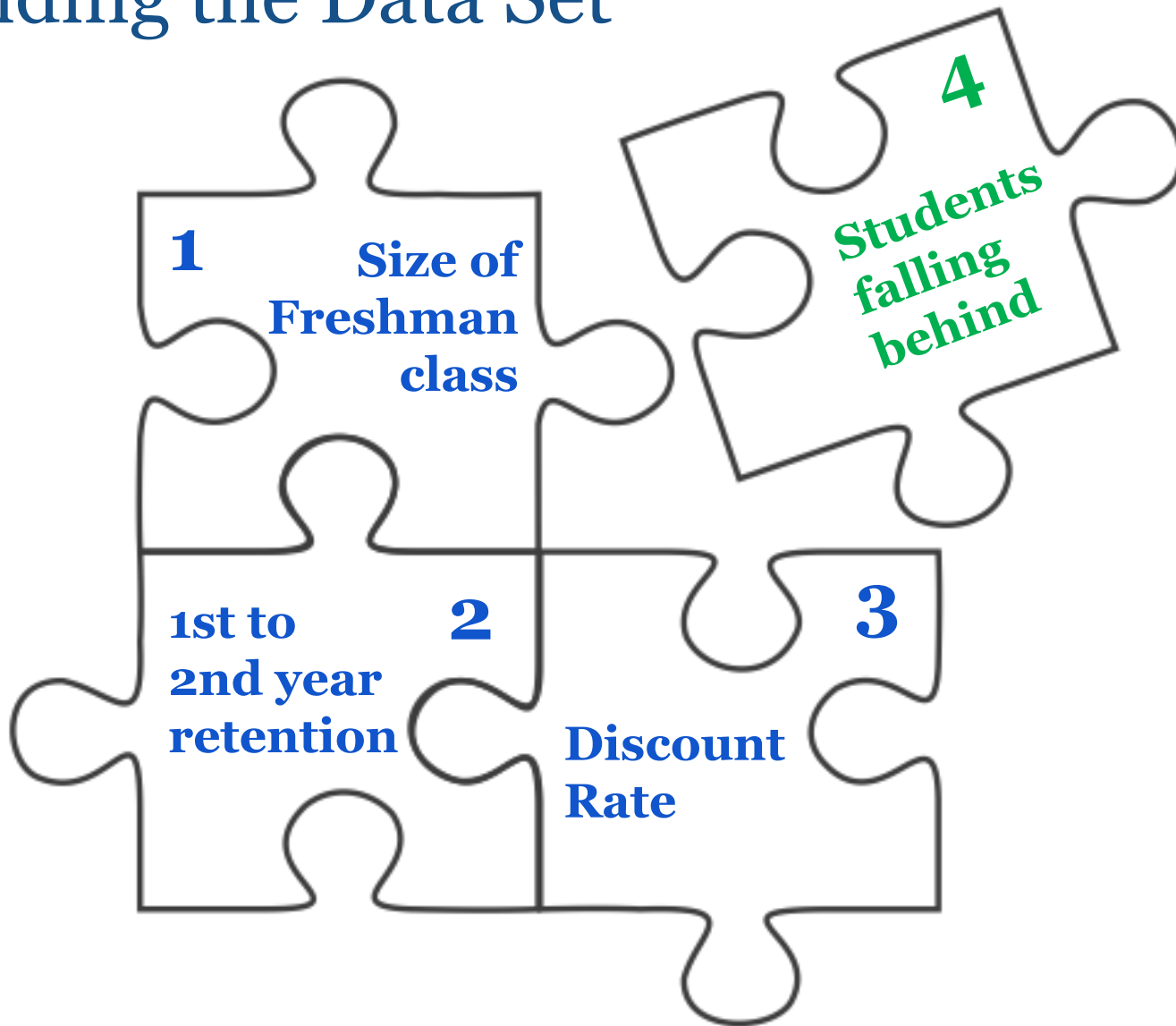
...on how to solve
student problems



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Expanding the Data Set





Catawba College

Christine Lynn

Director of Online Programming,
Catawba College

Formerly Executive Director of
Adult, Graduate and Online
Operations at Walsh University



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Catawba College

- Salisbury, North Carolina
- Southern Association of Colleges and Schools Commission on Colleges
- Ranked as one of the best regional colleges in the South
- 1296 students
- 70 graduate students, 145 adult, online students



How to Get Started with Course Sharing:

What I Learned

Getting Started at Walsh

- Driving revenue by selling empty seats
- Started as TI



Expanding Usage at Walsh

- Supporting adult and traditional students



Evolving at Catawba

Catawba College: A Course Sharing Leader



Catawba College pioneers prerequisites strategy of admitting students they had been turning away and adds **50 Nursing and Education students** with a **\$400,000 positive revenue impact**



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Instituting a System Approach

Implement budget tracking so that **increased revenue due to course sharing** is “given credit.”

Increasing awareness of course sharing ROI and improved retention rates will **change behavior on campus**, adding new positions, and informing strategic conversations.

Directing **CFO and Comptroller conversations** to assess stacked, direct revenue, and future revenue is more compelling than a general “retention” message.



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Catawba College: Impact as an HI and TI

Member since 2018

Home Institution

23 Active Enrollments for
Fall 2021

238 Finalized Enrollments

Use Cases: Summer Term,
Adult Program, Prerequisite
strategy, Athletic Eligibility

Teaching Institution

316 Total Enrollments

80/85 seats filled in Winter
2019/2020 courses

Courses offered:

Music	Info Tech	Psychology
Biology	Spanish	Public Admin, Poli Sci
Economics	English	Communications
Management	Environmental Science	Entrepreneurship
Marketing	Philosophy	Sport Management
Education	Finance	Math, Statistics
Computer Science	Chemistry, Lab	Special Topics
Math	Literature	Professional Development
Accounting		



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Revenue Generated

Home Institution

Direct: \$195,000+

Stacked: \$1,300,000+ (*Est. future tuition*)

96% pass rate

Avg 17-20 enrollments per semester

Keeping students on track

Teaching Institution

Direct: \$106,800+

Innovative use of course sharing product line (how this is siphoned back into the school)

TI revenue for winter/summer courses



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Equivalent Pass Rates

<u>Enrollment Type</u>	<u>% Distribution</u>	<u>Pass Rate</u>
Online	58%	98%
FT Traditional	41%	93%





Cornell College

Megan Hicks

Registrar, Cornell College

Fellow, Acadeum Center of
Excellence



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Cornell College

- Mount Vernon, Iowa
- Higher Learning Commission
- 1055 students
- Block schedule



Block Calendar

Students take one course
at a time in 3.5 week blocks
(8 blocks or courses a year)

Students need 31 courses
to graduate

Block 1
August 23 – September 15

Block 2
September 20 – October 13

Block 3
October 18 – November 10

Block 4
November 15 – December 15

August/September

22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

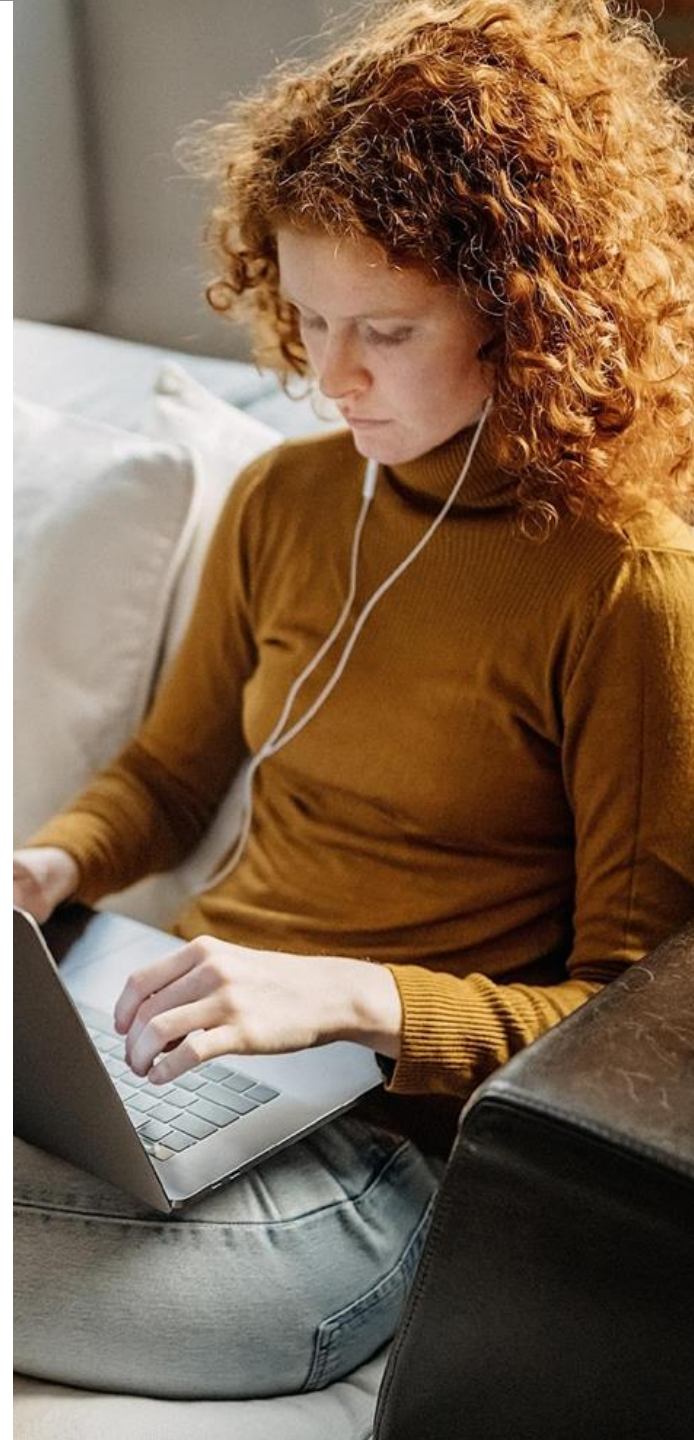
December

		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Registration and Student Progress

- ✓ Registration occurs in March for the following academic year
- ✓ Registration order depends on that student's credit threshold
- ✓ We identify and alert students who are not at the “normal” credit threshold, or are behind others in their year

**Most schools follow this process;
you can start tracking easily!**



Sample outreach email

Dear NAME:

According to my latest records, it looks like you may be a bit behind (one credit or more) on your path to graduation. Not to worry- we will do everything we can to make it possible for you to graduate on time!

To graduate, you must earn 31 total credits from 32 blocks offered during your four years. If you've dropped more than one class, you will need to plan for making up that additional credit(s) in order to graduate.

If you haven't yet met with your academic advisor and/or the Registrar's office to make a plan, I would like to offer my assistance with this process. I often meet with students to discuss options such as summer courses through Acadeum Course Share to finalize graduation plans.

If you'd like to chat with me about options, please use the link in my signature below to pick a time that works best for you or email me any questions you have!

Take care,
Brooke

Student Progress Tracking Learnings

Students don't realize
they are off-track or
behind

Rising Seniors
cohort is the most
difficult to remedy

Greatest exit risk is in
First-Years falling
behind

In-person intervention
with recommended
OCSC courses *works*

A Game Changer: The Cabinet Dashboard

Bringing New Ideas and Accountability to Keeping Students On Track

TRACKER	Beginning 2nd year	Beginning 3rd year	Beginning 4th year
2021-2022	95% ON TRACK	87% ON TRACK	80% ON TRACK

To Recap

BEFORE

Students were on their own if they fell behind and needed additional credits.

- Overloaded course schedules
- Grade replacement was extremely limited.
- Cumbersome transfer approval processes

AFTER

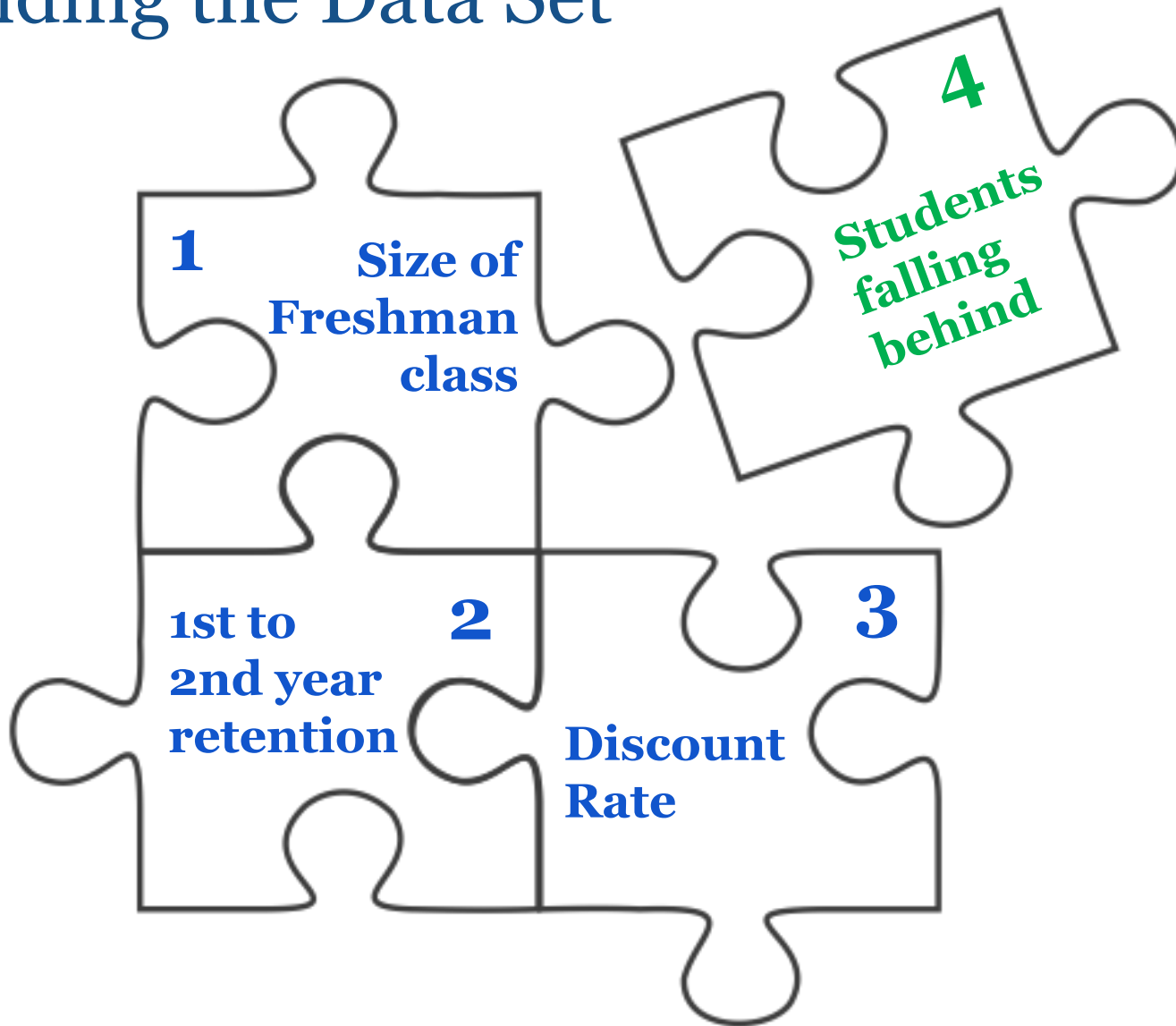
We track student progress and proactively reach out to recommend solutions.

- Draw from CIC-OCSC members' courses to overcome hurdles
- Students understand how they can get back on track
- Address problems early

Linking Student Progress to Retention

- ✓ Students who fall behind, and face delays to graduation, are much more likely **not to stay at their institution.**
- ✓ When students enroll in additional semesters to graduate, they risk **running out of financial aid and tuition** funding--which can lead them to stop-out or drop-out.
- ✓ At Cornell, recovering just 3 students can increase annual retention rates **a whole percentage point.**

Expanding the Data Set



CATAWBA
COLLEGE®



Cornell College

Tracking course
sharing revenue

Tracking student
progress

**Enhanced Financial
Predictability and
Stability**

Course Sharing's Ideation Process



Access to vast
CIC-OCSC course
inventory...



sparks ideas



...on how to solve
student problems



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CIC-OCSC Opportunity

Questions and Discussion

Thank you

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Cornell College

Contact Information



Carol Schuler

CIC Vice President and Director, Online Course Sharing Consortium, Council of Independent Colleges



Scott Cathcart

Vice President of Academic Partnerships



Rob Manzer

Co-Founder and Chief Academic Officer, Acadeum

To Join CIC Online Course Sharing Consortium:

Contact Scott Cathcart scott@acadeum.com

Additional Information:

www.cic.edu/member-services/online-course-sharing-consortium