CIC Online Course Sharing Consortium

Identifying New Enrollment Opportunities in Unusual Times
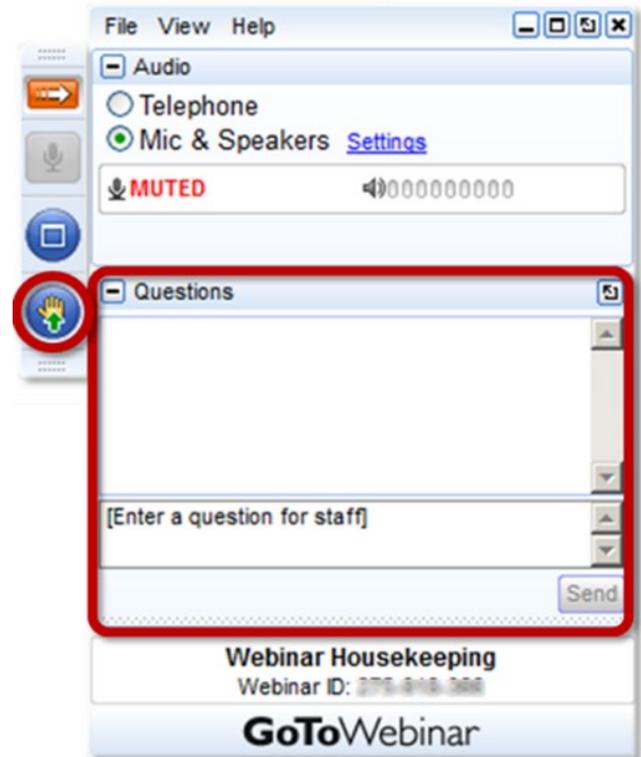
The Council of Independent Colleges

CIC WEBINAR

September 24, 2020

Housekeeping

- For audio, use your computer or select "Telephone." The phone number is (562) 247-8422 and the access code is 632-623-387.

- Use the Questions box on the right to submit questions. Include your name and institution.

- All voice lines are muted.

- Sorry, but Chat between participants is not available on this platform.

- *Note:* The webinar is being recorded. Presentation slides and a link to the recording will be shared later.

Presenters

Carol Schuler

CIC Vice President and Director, Online Course Sharing Consortium

Council of Independent Colleges

Jeff Aper

Provost, Millikin University

Rachel Bicicchi

Associate Professor, Staley Library and Director of Online Learning, Millikin University

Rob Manzer

Co-Founder and Chief Academic Officer, Acadeum

Agenda

- Quick Introduction to the CIC Online Course Sharing Consortium
    - 205 Participating Institutions
    - Basics

- Updates

    - COVID-19 Applications

    - Mid-Fall Applications

    - Upcoming CIC CAOI Workshop and PI Sessions

- Featured Institution: Millikin University

    - New Enrollment Opportunities: Keeping Door Open for Non-traditional Students

- Q & A

- Key Contacts and Resources

CIC Online Course Sharing Consortium

Growth
- Founded November 2018; 206 members
- Enrollments increased by 700% from 8/2019 to 8/2020

Benefits
- CIC provides national reach to members that participate
  - Largest consortial inventory in the country
  - Opportunity to offer your courses to over 200 schools
- Discounted annual fees
- Like-minded institutions that share similar goals and concerns for academic quality, as well as a commitment to the liberal arts
- Better assist students with academic progress
- Enhances institutional agility to handle pandemic scenarios and beyond
- Set-up does not place any additional burden on campus IT

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Participating CIC Institutions

Albertus Magnus College
Alderson Broaddus University
American International College
Anderson University
Andrews University
Aquinas College
Asbury University
Augustana College
Baker College
Baldwin Wallace University
Barton College
Becker College
Bellarmine University
Beloit College
Benedict College
Benedictine College
Bethany Lutheran College
Bethel College
Bethel University (IN)
Bethel University (MN)
Blackburn College
Bloomfield College
Bluefield College
Bluffton University
Brandman University
Brevard College
Briar Cliff University
Buena Vista University
Calumet College of St. Joseph
Calvin University
Cambridge College
Campbellsville University
Capitol Technology University
Carson-Newman University
Catawba College
Cedar Crest College
Cedarville University
Central College
Charleston Southern University
Chestnut Hill College
Christian Brothers University
Clarke University
Coker University

College of Saint Mary
Columbia College Chicago
Concordia College
Concordia University Texas
Concordia University, St. Paul
Converse College
Cornerstone University
Cottey College
Covenant College
Dean College
Defiance College
Dillard University
Dominican College
Dominican University
Dordt University
Eastern Mennonite University
Edgewood College
Elmhurst College
Elms College
Emory & Henry College
Eureka College
Ferrum College
Finlandia University
Fisher College
Florida Memorial University
Fontbonne University
Franklin University
Freed-Hardeman University
Gannon University
Gardner-Webb University
Geneva College
George Fox University
Georgetown College
Goldey-Beacom College
Goodwin College
Gordon College
Goshen College
Goucher College
Graceland University
Greenville University
Grove City College
Gwynedd Mercy University
Hannibal-LaGrange University

Hartwick College
Hastings College
Heidelberg University
Holy Names University
Hood College
Houghton College
Huntington University
Husson University
Indiana Wesleyan University
Jarvis Christian College
John Brown University
Judson University
Keuka College
King University
Lasell University
Lee University
Lenoir-Rhyne University
LeTourneau University
Loras College
Lourdes University
Malone University
Marian University
Marietta College
Martin Methodist College
Marymount University California
Maryville College
McKendree University
McMurry University
Medaille College
Messiah College
Midland University
Millikin University
Molloy College
Monmouth College
Moravian College
Morningside College
Mount Saint Mary College
Mount Saint Mary's University
Mount St. Joseph's University
Muskingum University
Nebraska Methodist College
Nebraska Wesleyan University

New York Institute of Technology
Nichols College
Notre Dame College
Notre Dame de Namur University
Oglethorpe University
Ohio Dominican University
Ohio Northern University
Olivet College
Ottawa University
Otterbein University
Palm Beach Atlantic University
Park University
Queens University of Charlotte
Quincy University
Randolph College
Reinhardt University
Saint Anselm College
Saint Elizabeth University
Saint Joseph's College
Saint Leo University
Saint Mary's College
Saint Xavier University
Salem College
Schreiner University
Shorter University
Siena College
Siena Heights University
Simpson University
Southeastern University
Southern Wesleyan University
Spalding University
Springfield College
St. Edward's University
St. Mary's University
Stillman College
Stonehill College
Tabor College
Talladega College

Texas Lutheran University
Texas Wesleyan University
The American Women's College
Thiel College
Tiffin University
Trevecca Nazarene University
Trine University
Trinity Christian College
Union College
University of Findlay
University of Indianapolis
University of Mobile
University of Mount Union
University of Northwestern-St. Paul
University of Pikeville
University of Providence
University of Rio Grande
University of Saint Mary
University of St. Francis
University of the Incarnate Word
University of the Ozarks
Virginia Wesleyan University
Walsh University
Warner Pacific University
Warren Wilson College
Wesleyan College
Westminster College
Wheeling Jesuit University
Widener University
Wilberforce University
Wilkes University
William Peace University
Wilson College
Wingate University
Wisconsin Lutheran College
Wittenberg University
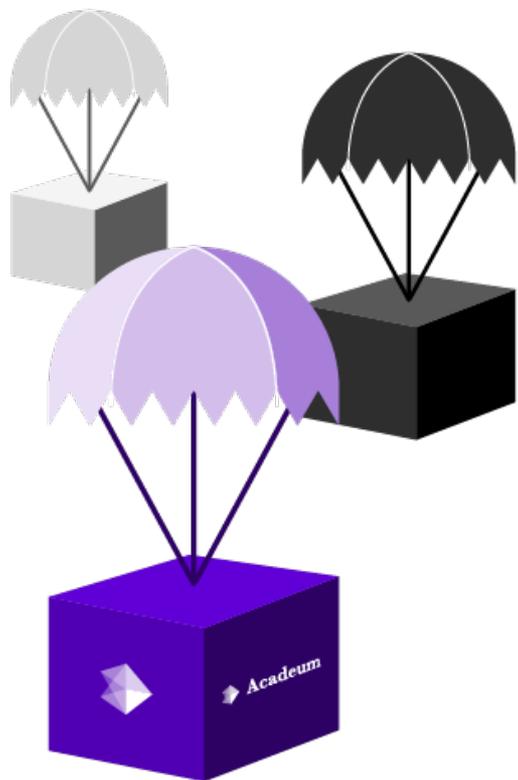York College of Pennsylvania

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Key Terms and Benefits

Key Terms:

- *Home Institution (HI):* School with student

- *Teaching Institution (TI):* School with course/empty seat

- *Enrollment:* A student at HI taking a course at the TI

- *Consortium:* An association of two or more institutions with the objective of participating in a common activity

Benefits of the Consortial Model:

- HI can award institutional credit for course taken at TI

- Credits count toward part of full-time status

- Financial aid and the grade can be applied

- Both TI and HI generate new revenue, student makes progress

- Institutions can innovate and collaborate

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UPDATE: COVID-19 Applications
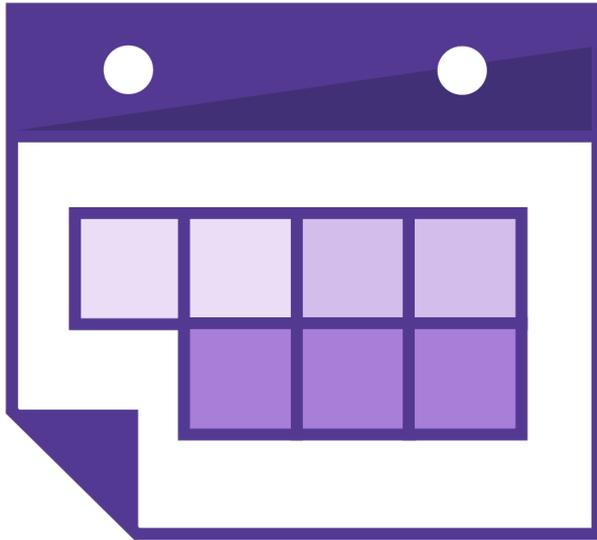

Maximum Student Progress
- Dillard University

Entire Courses/Group Discounts
- Quincy University: Organic Chemistry
- Franklin University: Finance

Increase Your Agility to Keep and Add Students
- Millikin University

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UPDATE: Mid-Fall Term Applications

- **Midterm Intervention**
  - Grade replacement
  - Back to 15 credit hours
- **Full Fall 2 and Extended Winter Options**
  - Post-Thanksgiving
  - January Term
- *Catawba Trio*
  - Regain Academic Standing
  - Prerequisites and Transfers
  - Fill Empty Seats
- **Unlocking Trapped Value**
  - Life-time value

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Audience Poll Question

Is your institution interested in retaining more students this Spring by leveraging the following strategies?

Check all that apply.

1. Helping probation students regain good academic standing
2. Helping student athletes keep their eligibility
3. Providing flexible course options to ease scheduling pressures or to take prerequisite courses

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UPDATE: CIC CAOI Workshop

Academic Affairs and Student Progress

- How three institutions organized Academic Affairs to support Student Progress
- *Strategically integrated registrar function and CIC OCSC*
- Led to substantial progress in retention, graduation, rankings
- Scope opportunity at your institution

Panelists:
- **Springfield College**
- **University of Mount Union**
- **Judson University**

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UPDATE: CIC Presidents Institute Session

Integrating Course Sharing into Efforts to Improve Student Progress, Retention and Graduation

Presenters:
- Jonathan Brand, President, Cornell College
- Mary-Beth Cooper, President, Springfield College

Audience Poll Question

Is your institution interested in adding new enrollments in the following categories?

Check all that apply.

1. Adult or "non-traditional" students
2. Transfer students
3. Pre-requisite programs
4. Other

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Featured Institution: Millikin University

Profile

- Independent four-year university

- 2,000 students

- 1,800 traditional, residential undergraduate students

- 35-40% student athletes

- Popular majors: Musical Theatre, Nursing, Biology, Business

- 100 MBA, MSN, DNP students

- 100 Adult FLEX (evening bachelor's completion program) students

Primary CIC OCSC Use Cases

- Keeping door open for non-traditional students
- Additional flexibility for better scheduling

Millikin University

Our recurring scenario:

- Twelve students express an interest in the FLEX program.

- Annabelle and Benjamin each have an associates' degree. They just need courses in the major.

- Carlos, Diana, Eberhard, Frankie, and Guillermo have each attended college before and have completed some coursework. However, they're all missing 1-3 gen eds (but they're all missing different ones).

- Hannah dropped out and got a job 15 years ago. Now, she wants a promotion at work, but she's terrified of college after being away so long. The age of her previous courses makes them dubious candidates for transfer.

- Irina has taken classes at 4 different institutions. Bad advising during previous college attempts mean she's taken duplicates of some courses she needs, but is missing others. She is angry and frustrated and refuses to waste more money.

- Janet is 19 and has only taken 2 community college English courses. She has an infant at home and a full-time job to support herself. She needs a lot of gen ed courses, but cannot take any classes before 5 PM.

- Karina and Miles are in their 20s, but neither has attended college before, and are starting with zero credit hours.

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Problems:

- Break-even point - 8 students
    - Most of the FLEX gen ed courses will have at most 3-4 students
    - Not cost effective
    - Unsatisfying course experience
    - Faculty resistance to teaching under-enrolled night courses
- First attempts at solutions
    - Allow traditional students to take the evening courses
    - Send FLEX students to local community college to take their gen ed courses
        - Most of them never came back to Millikin
        - Loss of revenue

Millikin University

New Solution: Online Course Sharing Consortium

- Students aren't "sent away"

- Students are immediately assigned a Millikin advisor who helps them select the appropriate courses

- Students can use Millikin support services such as the Writing Center, the counseling center, the Staley Library, and many others

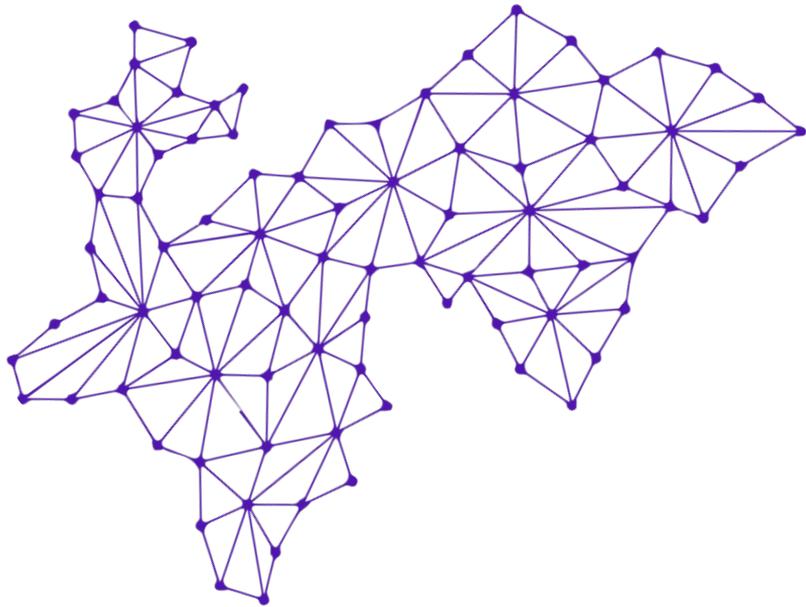- Millikin retains a portion of the tuition these students generate

Millikin University

Added Benefits for Traditional Students

- As a home institution
    - Provides flexibility to students with scheduling challenges, including athletic practices, music/theatre rehearsals, labs and clinicals, or internships
    - Off-sequence students can get back on track
    - Cover surprise faculty retirement
    - Additional summer opportunities
    - Advisors pre-approve courses
    - Tuition-sharing
- As a teaching institution
    - Add students to under-enrolled courses
    - Generates additional revenue

Question & Answer

Thank you
Millikin University!

And finally ...

- **Ready to learn more or join**
  - Contact Rob or Carol

- **Ready to do more**
  - Contact Rob
  - Consider *Catawba Trio*
    - Regain Academic Standing
    - Prerequisites and Transfers
    - Fill Empty Seats
  - Late Fall and Extended Winter Term
  - [Sign up for CAOI Workshop Today!](#)

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

To Join CIC Online Course Sharing Consortium:
- Rob or Carol

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