TENACIOUS. CONFIDENT. FORWARD-LOOKING.
Presenters

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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
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
The Program Portfolio Cycle
PROGRAM PLANNING CYCLE

PROGRAM DEVELOPMENT

PROGRAM DESIGN

ENROLLMENT PLANNING / PERFORMANCE

MARKET RESEARCH

RNL
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
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
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
Aligning Decisions with President/Board Strategy
**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
Program Planning Cycle

Program Development

Program Design

Enrollment Planning/Performance

Market Research
QUESTIONS?