PREFACE

The information in this presentation is based solely on the experiences of the large-scale online OMBA program.

The content of this presentation *should **not** be considered an endorsement or a denunciation* of: Academic Partnerships (AP), the YSU-AP partnership, the business model of the YSU-AP partnership, or decisions related to large-scale online educational initiatives.

What AP Is and Does
(and Does Very Well)

Official Responsibilities

ACADEMIC PARTNERSHIPS

- Knowledge, support and years of experience in converting programs to a high-quality online learning format
- Support for the university's efforts to streamline systems, technology and processes to optimize the student experience
- Market research, sector-specific integrated strategy and employer-based relationships to align workforce relevant offerings.
- **(1)** Prospective student outreach
- **(2)** Student retention services to support students' success as they progress through their academic program on a course-by-course basis to completion

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- All academic matters, including the hiring of faculty and teaching assistants, evaluation of faculty, development of curriculum and course content, grading and assessment of students, and awarding degrees and credentials
- All content-related intellectual property
- Student support and advisement
- All admissions standards
- All admissions decisions and the administration of the admissions process, including the number of applicants admitted
- The amount of tuition and fees charged to students
- The number of students enrolled in any given program or course
- All administration, advisement and disbursement of federal student financial aid and the billing and collection of tuition and fees
- All matters relating to accreditation

What is AP?

- AP is a marketing agency.

- A **marketing** *agency focused* on the **attraction** and **retention** of **<u>customers</u>**.

- Focus on **market-attractive <u>products</u>**.

- The key to understanding the partnership is to adopt this perspective.

The AP Marketing Process
(its not magic, but it is a machine)

Manage the Customer Sales Funnel

01 Awareness

The customer first notices your brand and explores your offerings

02 Interest

The customer compares their top options, though they're not set on a decision just yet

03 Decision

The customer is ready to make a purchase and may need a small incentive to take action

04 Action

The customer actively moves to make a purchase with careful help and guidance

Awareness

- Paid search
- Display on social
  - Facebook
  - LinkedIn
- SEO
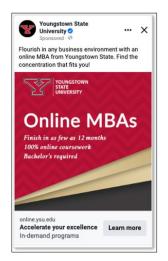 - Articles
  - LinkedIn
  - Optimize YSU website

Interest & Decision

- Information intake
- Systematic lead management
- Email prospects quickly
  - 6 emails on initial contact
- Call prospects quickly
  - 7 calls in 10 days
- Educate prospects on the product
- Lead to start an application
- Work with to complete application

REQUEST MORE INFORMATION

Submit the form below, and a representative will contact you to answer any questions.

Program of interest*

First Name*   Last Name*

Email*

Phone*   ZIP Code*

*All fields required.

Learn More

or call 877-513-0093

By submitting this form, I am providing my digital signature agreeing that Youngstown State University (YSU) may email me or contact me regarding educational services by telephone and/or text message utilizing automated technology or a pre-recorded message at the telephone number(s) provided above. I understand this consent is not a condition to attend YSU or to purchase any other goods or services.

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Action

- Ensure students are registered after admission
- Ensure students are retained
  - Text reminders of registration start
  - Call unregistered students
- Ensure students pay on time

Key is the communication plan
  - Very detailed document (88 page)

Registration reminder 28 days prior to registration deadline:

Get Registered Early! YSU deadline for the next course start is [MONTH/DAY]. For assistance, please call 877-513-0093. Text STOP to unsubscribe.

Registration reminder 7 days prior to registration deadline:

Get Registered Now! YSU registration deadline is [MONTH/DAY]. For assistance, please call 877-513-0093. Text STOP to unsubscribe.

Registration reminder on day of registration deadline:

Today, [MONTH/DAY/YEAR], is YSU registration deadline. Call 877-513-0093 now for assistance. Text STOP to unsubscribe.

Course start reminder on day of course start:

Class officially starts today, [MONTH/DAY]. Contact 877-513-0093 for help logging into your course. Text STOP to unsubscribe.

New student payment deadline:

YSU tuition deadline is [MONTH/DAY]. Please make your payment. If payment has been made, please disregard. Text STOP to unsubscribe.

Continuing student payment deadline:

YSU tuition deadline is [MONTH/DAY]. Please make your payment. If payment has been made, please disregard. Text STOP to unsubscribe.
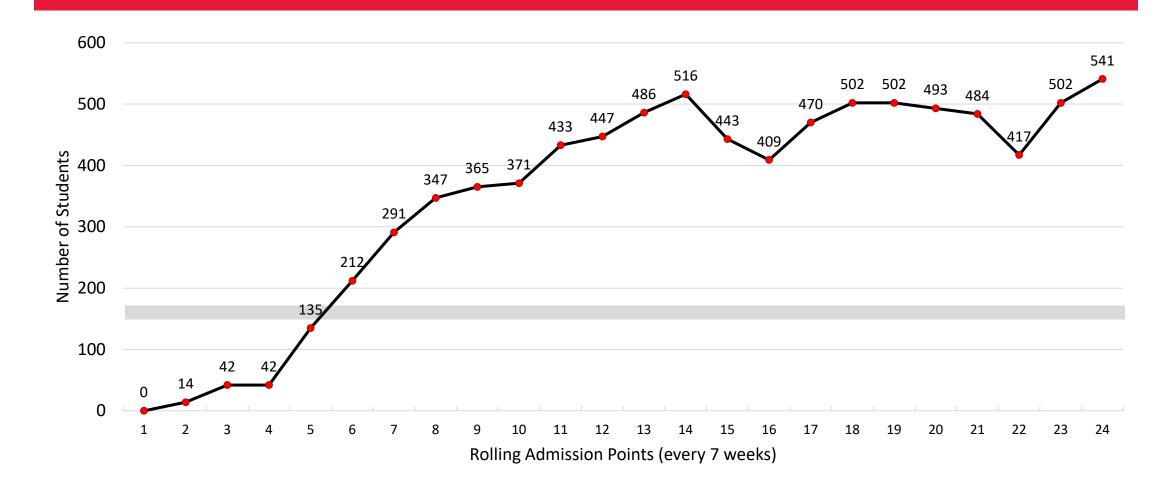
New student application deadline reminder:

Thank you for your interest in the YSU! The application deadline is [MONTH/DAY]. Need Help? Call Today! Text STOP to unsubscribe.

New student document deadline reminder:

Thank you for your interest in the YSU! The document deadline is [MONTH/DAY]. Need Help? Call Today! Text STOP to unsubscribe.

Cumulative Enrollment of Large-Scale OMBA Program

Chart showing Number of Students vs. Rolling Admission Points (every 7 weeks):

Point	Students
1	0
2	14
3	42
4	42
5	135
6	212
7	291
8	347
9	365
10	371
11	433
12	447
13	486
14	516
15	443
16	409
17	470
18	502
19	502
20	493
21	484
22	417
23	502
24	541

AP Does Well, Very Well

1. Markets

2. Recruits

3. Retains

The Gray Area

AP Does Somethings, But Not Everything

Provide Product (Program) Guidance

AP Will Make Suggestions On

- Program selection
- Program names
- Course names
- Prerequisites
- Admission criteria

Suggested Actions

- Avoid reflexively saying no
- Do not just do what is said
- Try to listen for the purpose
- Expect a little pressure
- Determine what is important – do that

Instructional Design

- Not simply adapting an existing course
- Methodological process:
  - Identify course learning objectives
  - Identify module learning objectives
  - Map module LOs to course
  - Ensure assignments aligned with module LOs
- Facilitates:
  - Getting content into Blackboard
  - Making accessible for ADA compliance
- Suggest if course could be more interactive (but not how to)
- Quality Matters review – a minimum baseline

- Identify appropriate forms of content for online learners
- Equipment and/or facilities to create engaging online learning content
- Technical support to create content
  - Recording video & audio
  - Editing video & audio
- Ongoing development support
- Bb Ultra support for faculty
  - All IDDC – 3 people total for any course that uses Bb Ultra (conversion coming)

Need both parts to actually have a course.

What AP Does Not Do and YSU Must

(underestimated and underinvested)

If Your Takeaway Nothing Else...

Campus students taking *some* online courses

is _*very different*_ than

Online students taking *all* online courses

Advising, Advising, Advising

- OMBA – most simple model, still challenging

- Program Structure
  - 10 courses (8 core + 2 specialization)
  - All students need 10 courses
  - Completion plans in place
  - Predictable schedule
  - All courses offered from same program/college – facilitates coordination
  - Primary advisor – only point of contact

- Operational Challenges
  - Students may not follow the rotation (work, life, or just chose not to)
  - Not a lot of flexibility – schedule is fixed
  - Adding a class after course start (late) is problematic
  - 8 to 5 advising model does not work
  - Transfer credit evaluations (9 credit max)

- Undergraduate is <u>much</u> more complex than OMBA

- Program Structure
  - 40 courses (varied)
  - Completer students need unknown number of courses
  - Cannot predict courses students will need
  - Offerings may vary
  - Programs offered by various programs/colleges

- Operational Challenges
  - No clear primary point of contact for students
  - Evaluation of transfer credits (up to 90 max)
  - Late ads to class are problematic (late = after course start)
  - Advisors need to be available virtually
  - Advisors need to be available nights & weekends

What Will Be Overlooked, But Cannot Be

Support for Student Success

- 24/7 technical & Bb Ultra support for students
- Availability of courses
  - Number of accelerated courses
- Scheduling
  - Courses balanced across sessions
- Confusion of scheduling, made worse by new system
  - Hard to find and selecting 7-week course vs 16-week
- Communicating information
  - Program, college, and university
- Communication gaps
  - AP will be communicating (very well) to only some students (25+)
- Online orientation needed for everything
- Career management

Operational & Academic

- Managing Virtual Assistants
- Managing Virtual Assistants
- Managing Virtual Assistants

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- <u>Every</u> <u>single</u> <u>support</u> <u>function</u> – stretched & tested
- Processing of applications – very short staffed
  - AP requires *very* fast turnaround
- Communicating with all students
- 24/7 technical & Bb Ultra support for faculty
- Equivalence of programs – accredited programs
- Program assessment for accreditations
- Academic integrity concerns

So, That's One Perspective

Logistical Guidance

Course Rotation (or Carrousel)

- Set sequence of course offerings
- The key ingredient for efficiency
  - Facilitates timely completion of degree
  - Facilitates advising
- To work it needs:
  - Active input from the program
  - Program with set requirements
  - Programs with limited courses (~10)
- Not possible for completer UG programs
  - Too many variable requirements to predict
  - Too many courses to maps
- Best outcome is a committed schedule

Operational

- Analysis to streamline processes
- Suggestions to improve systems
- They can facilitate improvements
  - Work through AP to help create desired changes